

trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

December 2, 1952

* ————— *

KATE SMITH ON FIRST COAST-TO-COAST CLOSED CIRCUIT TV HOUR
TO MOVIE THEATRES WILL HERALD LEES CO. SPONSORSHIP

- - -

Firm's Sales Personnel Will Attend Conference in 17 Cities

* ————— *

NBC Television star Kate Smith will be seen on the world's first coast-to-coast closed circuit TV sales conference in major motion picture theatres at 12:00 Noon, Monday, Dec. 8.

Miss Smith will greet the top management, buyers and retail sales personnel of the James Lees and Sons Company and their guests, assembled in 18 theatres equipped with large screen television in 17 cities across the nation to hear the company's plans for 1953.

The Lees Company, manufacturers of carpets and hand-knitting yarns, will begin sponsorship of a once-weekly quarter-hour of the KATE SMITH HOUR (NBC Television, Mondays through Fridays, 4:00-5:00 p.m., EST) on the same date. Agency for Lees is D'Arcy Advertising.

The one-hour sales conference will originate in NBC television studio 8G, RCA Building, New York City, and be fed, via closed circuit, to the Colonial and Guild Theatres in the same city, and to other Theatre Network Television outlets in Atlanta, Boston, Chicago, Cincinnati, Cleveland, Dallas, Denver, Detroit, Los Angeles, Pittsburgh, Philadelphia, Salt Lake City, San Francisco, St. Louis, St. Paul and Washington. Miss Smith will appear on the special show via

(more)

2 - Closed Circuit

a cut-in from the Hudson Theatre in New York City, where she will be rehearsing for her regularly-scheduled afternoon network TV program.

The tele-theatre business session will utilize many TV production techniques, such as rear-screen projection, split screen, special opening and closing films, and musical background. Herbert Sussan has been signed as producer-director of the hour-long closed circuit show.

The order of business on the program will include:

1. Welcoming and explanatory remarks by J.H. McFarland, Lees' vice president and marketing director;
2. An outline of production plans for 1953 by Russell C. Gebert, vice president in charge of production;
3. Examples of recent successful in-store promotions and sales techniques by leading retailers;
4. A short discussion of mill problems by Wert Faulkner, general manager of Lees' Glasgow, Va., plant;
5. The story of design and showing of new lines by Harold Dayton, director of style and design, and Adolph Klein, technical director of style and design. They will be assisted by three specially-chosen TV models.
6. An outline of advertising and promotion plans for 1953 by Homer H. Evans, Jr., director of Advertising and Promotion;
7. A discussion of Lees' merchandising plans for 1953 by Fred J. Lehnertz, general sales manager.
8. A statement of company policy by J.L. Eastwick, president of Lees.

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trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

December 2, 1952

TRIO OF TOP MUSIC NAMES--MERRILL, PIAZZA
AND WILLSON--HEAD NEW NBC RADIO
MONDAY NIGHT PROGRAM SERIES

PREMIERE

Three of the top names of American music--Robert Merrill, Marguerite Piazza and Meredith Willson--will combine talents on a new Monday night musical show on the NBC radio network, starting Monday, Dec. 8 and each Monday thereafter (10:00-10:30 p.m., EST).

Thus, baritone Merrill, soprano Piazza and orchestra conductor Willson will join the elite talent roster of NBC radio's musical Monday evenings.

Informal and light in format, the Merrill-Piazza-Willson show will range from pops to opera, with a surprise novelty planned for each week. For example, the climax of the first show will be a rousing duet by Merrill and Miss Piazza singing "Tennessee Waltz," backed by Willson conducting the NBC Orchestra and Chorus. There also will be five other numbers linked by lively comment of the stars.

The teaming of Merrill and Miss Piazza is a familiar combination to music-lovers. They have been paired before on NBC television's "Your Show of Shows," on which Miss Piazza still appears regularly.

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1. Introduction

The purpose of this document is to provide a comprehensive overview of the project's objectives, scope, and timeline. This document will serve as a reference for all project-related activities and will be updated as the project progresses.

The project is designed to address the current challenges faced by the organization and to implement a new system that will improve efficiency and reduce costs. The project will be managed by a dedicated team and will follow a structured approach to ensure successful completion.

The project will be divided into several phases, including planning, design, development, testing, and deployment. Each phase will have specific tasks and deliverables that will be tracked and reported on a regular basis.

The project team is committed to maintaining open communication and providing regular updates to all stakeholders. We will ensure that the project is completed on time and within budget.

For Merrill, the show will mark a return to NBC radio where he had early successes on the "Serenade to America" and "RCA Victor" shows in the mid-1940's. In 1945, he won a Metropolitan Opera Audition of the Air and since then has been acclaimed as one of the Met's leading performers. Merrill makes frequent concert appearances, and his RCA Victor records are best sellers.

Miss Piazza has made a spectacular climb to success since her arrival in New York from her native New Orleans a few years ago. The dark-eyed beautiful soprano has starred in several Broadway shows, with the City Center Opera Company and the Metropolitan Opera Company. She, too, appears often in concert, and has been a featured performer on "Your Show of Shows" since that series' premiere in 1948.

Willson, despite his youthful appearance, is a veteran of radio, having joined NBC as general musical director of the Western Division in 1932. In the years since, he has carved out a successful career as performer, composer, conductor, humorist and writer. He has his own radio show, "Ev'ry Day," over NBC (except WNBC) Monday through Friday.

George Voutsas is producer-director of the new show. Bob Tillman is the writer and Kenneth Banghart the announcer.

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NBC-New York, 12/2/52

NBC AGAIN WINS NATIONAL SAFETY COUNCIL AWARD
FOR 'FARM AND HOME HOUR' BROADCASTS

The National Safety Council's public interest award for exceptional service to farm safety has been awarded to NBC for the second consecutive year for its broadcasts of the NATIONAL FARM AND HOME HOUR (NBC radio, Saturdays, 1:00 p.m., EST).

The award, one of 19 given at a luncheon in Chicago (Nov. 30) for members of the National Association of Farm Radio Directors, was accepted by Judith Waller, director of public affairs and education for NBC in Chicago.

Specifically cited was the program of July 19, a remote pickup featuring the safety activities of the Rugby, N.D., chapter of the Future Farmers of America. In addition to this, the "National Farm and Home Hour" also broadcast references to safety on 10 of its 52 regular programs during the year.

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THE NATIONAL BUREAU OF INVESTIGATION HAS AGAIN WINE NATIONAL BUREAU OF INVESTIGATION

THE NATIONAL BUREAU OF INVESTIGATION HAS AGAIN WINE NATIONAL BUREAU OF INVESTIGATION

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trade *news*

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

December 3, 1952

SCHWERIN RESEARCH CORP. TO PRE-TEST PROGRAMS
SYNDICATED BY NBC FILM DIVISION

The signing of a contract between the National Broadcasting Company and the Schwerin Research Corporation for the exclusive pre-testing of NBC film properties for syndication was announced today by Robert W. Sarnoff, vice president in charge of the NBC Film Division.

In reporting this progressive and unprecedented development in TV film programming, Sarnoff said:

"NBC hopes that the use of Schwerin Research techniques for pre-testing our film properties will be an important step toward eliminating much of the guesswork in film syndication. Each TV film series requires a very substantial commitment by the network and a large investment by the advertiser for both program and time. We have taken this significant step to insure the value of NBC film programs to sponsors, stations and the viewing audience."

According to Sarnoff, the pre-testing of pilot films will provide valuable information on audience reaction for guidance in production of an entire film series. Also, testing of random episodes of any series while in production will aid in quality control.

(more)

The results of the Schwerin tests will throw light on such matters as general liking, suitability of casting, effectiveness of titles and potential audience loyalty. In addition, as a definite aid to advertisers, the test will indicate appeal to sexes, age groups and reaction to types of products most suitable for sponsorship.

Sarnoff said the Schwerin research will be applied not only to all new film series which the NBC Film Division produces for syndication, but also to any other film series which NBC undertakes to distribute.

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NBC-New York, 12/3/52

The results of the research will show how far
theaters as general liking, selectivity of viewing, effectiveness of
series and potential audience loyalty. In addition, as a definite aim
to advertisers, the test will indicate appeal to sexes, age groups and
reaction to types of products most suitable for open display.
Sullivan said the research will be applied not only
to all new film series which the W.C. Sullivan Division produces for
syndication, but also to any other film series which W.C. Sullivan
is distributed.

W.C. Sullivan, New York, N.Y.

December 3, 1952

JOSEPH H. McCONNELL, NBC PRESIDENT, URGES TV NEWSMEN BE
GRANTED SAME RECOGNITION AS PRESS BY NEW ADMINISTRATION

Television can be of great service to the new administration in Washington provided TV newsmen are granted equality with representatives of other news media, Joseph H. McConnell, president of NBC, said on a telecast Tuesday night, Dec. 2.

Appearing as one of four executives representing the various news media -- newspapers, photo services, wire services and radio-television -- McConnell said: "We think, those of us who are in television, we should be everywhere in Washington where a single newspaper correspondent is, or where a single spectator is, to bring the great scene in Washington to all of the American people."

McConnell made his remarks in answer to a question asked by Clare Boothe Luce, moderator of the panel discussion on the NBC-TV "Bob Considine Show". The topic was the relations between information media and the new Republican administration.

McConnell commented: "We don't think we have too many problems with radio in the years ahead. Our real problems perhaps will be in connection with television as it becomes more and more useful to the administration and as a method of disseminating information and news to the American public."

(more)

February 2, 1964

JOSEPH H. MCCORMELL, JR., PRESIDENT, UNITED TO BURN DOWN
GRAND STAIRcase NATIONAL MONUMENT AS WELL AS THE ADMINISTRATION

Telephoning the FBI of great service to the new administration
in Washington provided by the FBI and the Federal Bureau of Investigation
of other news media, Joseph H. McCormell, President of U.S. and
on a release Tuesday night, Feb. 2.

Appearing as one of the most effective and powerful
news media -- newspapers, photo services, radio services and
television -- McCormell said: "We think, more of us than ever in
history, we should be responsible in Washington for a single newspaper
correspondent is, or who is single correspondent, or being the
same in Washington to all of the national media."

McCormell made his remarks in answer to a question asked by
late Boston line, President of the United States on Feb. 2-24
Bob Connelley (D-Mass). The topic was the national government's
media and the new Republican administration.

McCormell commented: "We don't think we have too many
problems with media in the past. We have had problems with
in connection with television. It is the only one and now we
to the administration and as a result of the administration and
we to the American people."

NBC's president suggested "we change the name of the press conference to news conference now. The conference, I think, has to do with dissemination of news through all the media -- radio and television as well as the press. I think that in the informal discussions that are so fitting to General Eisenhower, television is peculiarly suited to the conferences he has given so far and will be a great benefit not only to him but to the American public in seeing what he does and listening to what he says."

Appearing with McConnell on the NBC-TV program were Bert Brandt of UP Newsphotos; Seymour Berkson, general manager of INS, and William E. Robinson, executive vice president of the New York Herald Tribune.

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NBC-New York, 12/3/52

ABC's President suggested "we should have the best of the news
colleagues to have confidence now. The president, I think, has to be
also distinguished of your country his own words -- with the help
tion as well as the news. I think that is the best situation
that are so little as general statement situation is possible
related to the country. He has been so far with the news
detailed not only to the fact of the situation but in looking into the
less and lessening to what he says."

According to the statement in the ABC TV program, the fact
stands of the newspaper; the fact is that, the fact is that, the fact is that
William E. Robinson, president of the ABC TV network, is the fact is that
the fact is that.

William E. Robinson, president of the ABC TV network, is the fact is that

CREDITS FOR NEW MUSICAL SHOW STARRING ROBERT MERRILL,
MARGUERITE PIAZZA AND MEREDITH WILLSON

TIME: NBC radio network, Mondays,
10:00-10:30 p.m., EST

ORIGINATION: New York

STARTING DATE: Monday, Dec. 8, 1952

FORMAT: Breezy, informal program of
music, from pops to opera,
sung by Merrill and Miss
Piazza and played by the
NBC Orchestra, conducted by
Willson.

STARS: Robert Merrill, Marguerite
Piazza, Meredith Willson

PRODUCER: George Voutsas

DIRECTOR: George Voutsas

MUSIC CONDUCTOR: Meredith Willson, conducting
the NEC Orchestra and Chorus.

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QUESTIONS FOR NEW MUSEUM AND EXHIBITION ROBERT MERRILL

MANUFACTURE PLANT AND MERRILL WILLIAM

NEW YORK
10:00-10:15 P.M. EST
NEW YORK

TIME:

ORIGINATOR:

STARTING DATE:

FORMAT:

Monday, Dec. 8, 1953
The following information is
being furnished to you for
your information and use.
The information is being
furnished to you for your
information and use.

Robert Merrill, Manager
of the New York Museum

STATE:

George V. Wilson

PRODUCER:

George V. Wilson

DIRECTOR:

The New York Museum and
Exhibition is being
furnished to you for your
information and use.

NOTE: CHANGES:

trade news



RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

December 4, 1952

TV ADVERTISING EFFECTIVENESS AT COMPARATIVELY LOW COST
EXPLAINED BY 'TODAY' CAST IN NOVEL PROMOTIONAL FILM

"You don't need to be a millionaire to afford network television."

This quote, from Dave Garroway, star of NBC's network television news show, TODAY, epitomizes the basic facts about the program embodied in the network's newest sales promotion film.

The 22-minute sound film is unusual in that it utilizes for the first time in sales promotion the new stop-go technique of kine-scope recording, as well as the format of the "Today" show to put over its sales promotion message. It stars Garroway, Jack Lescoulie, Jim Fleming and other program regulars presenting, within the normal operating framework of a typical segment of "Today," all the cogent facts in support of the initial statement.

The film was conceived and written by Jack Fuller, NBC Sales Promotion manager, and produced by Ted Mills, under the supervision of Ruddick C. Lawrence, director of Promotion Planning and Development, and Jacob A. Evans, director of Advertising and Promotion.

It opens on a serio-comic note with the introduction of a harassed general sales manager, one Elmer Clutchside, a man saddled with a large inventory, a descending sales curve and a small advertising budget.

(more)

Page 10

THE UNITED STATES OF AMERICA
DO hereby certify that
[Name] is a citizen of the United States of America.

Witness my hand and seal of office this [Date] day of [Month], 19[Year].

Attest:
[Signature]

[Signature]

[Signature]

[Signature]

[Signature]

[Signature]

[Signature]

In a dream sequence of "Today," Elmer is introduced to such startling news as the fact that he could be demonstrating his product to potential customers in 36 major cities, at a cost of less than one-tenth of a cent per demonstration. Watching this phantasmagoric "Today," Clutchside learns of the record sales results achieved by such "Today" advertisers as Knox Gelatine, Time Magazine, Mystic Foam, Pepperell Sheets, Polaroid Land Camera, and others. On a media comparison basis, Garroway and Lescoulie point out the show's cost and circulation advantages over both newspapers and magazines.

A five-minute segment of "Today" is seen by an estimated 1,802,000 viewers at a cost of \$2,642. A 102-line advertisement in the leading newspaper of each market covered by "Today" reaches only 355,000 estimated noters at a cost of \$2,425. On the strength of these figures, "Today" delivers its sales message at a cost of only \$1.47 per thousand viewers, as opposed to the newspaper-noters cost-per-thousand of \$6.83.

For a cost of \$100,000, 39 segments of "Today" will result in over 68,000,000 estimated viewer impressions at the same cost-per-thousand of only \$1.47. Roughly the same amount of money invested in four black-and-white pages in Life Magazine and three of the same in Good Housekeeping, will deliver only 36,000,000 Starch noters at a cost-per-thousand of \$2.83 per noter.

The immediacy and effectiveness of "Today's" flesh-and-blood sales pitch, the flexibility of the program, the variety of ways in which it may be bought, the mass scope of its audience -- 1,800,000 viewers in 36 cities for the average quarter-hour -- 73.4% of all the TV homes covered by the program's 36 stations -- all come to Clutchside in his dream.

In an hilarious, cliché-ribbing finale, Elmer realizes the error of his ways and awakens a happier and wiser man, a "Today" advertiser-to-be.

In a direct response to "Today," which is intended to reach
reading news as the fact that he could be demonstrating his product
to potential customers in 35 major cities, at a cost of less than one-
tenth of a cent per demonstration. Regarding this phenomenon, "To-
day," "Globe" has been of the record sales results achieved by such
"Today" advertisers as Rex Gelatin, Time Magazine, Mystic Room,
International Photo, Polaroid Land Camera, and others; of a media com-
pact, basic, Garmay and Lacombe point out the value of such
circulation advantages over both newspaper and magazine.
A five-minute segment of "Today," is seen by an estimated
1,500,000 viewers at a cost of \$2,000. A 100-line advertisement in the
leading newspaper of each market covered by "Today," costs only
\$55,000 estimated costs at a cost of \$2,000. On the strength of
these figures, "Today" delivers its sales message at a cost of only
1.1¢ per thousand viewers, as opposed to the newspaper-magazine com-
pact of 10.0¢.
For a cost of \$100,000, 35 segments on "Today," will result
in over 6,000,000 estimated viewer impressions at the same cost-per-
impression of only \$1.47. Roughly the same amount of money invested in
one spot-and-white pages in all 35 major and minor TV markets will
cost bookkeeping, will deliver only 35,000,000 viewer impressions at a
cost-per-thousand of \$2.00 per viewer.
The flexibility and effectiveness of "Today's" television-
style gives the flexibility of the program, the variety of ways in
which it may be bought; the mass scope of the audience -- 1,500,000
viewers in 35 states for the average 15-minute spot -- \$2,000 for all the
TV homes covered by the program's 35 stations -- all come in 15-minute
TV segments.
In an Atlanta, Atlanta-tipping studio, today, Atlanta, the
view of his ways and means a reporter and writer and a "Today" ad-
vertiser.

trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

December 5, 1952

HIGHLIGHTS OF 1952 PASS IN REVIEW ON 'VOICES AND EVENTS';
TOP COMMENTATORS AND HEADLINE PERSONALITIES FEATURED

NBC radio will present its annual year-end roundup of history-in-the-making with a full-hour program, VOICES AND EVENTS OF 1952 on Sunday, Dec. 28, from 7:00 to 8:00 p.m., EST. For the third successive year the Travelers Insurance Company of Hartford, Conn., will sponsor the program.

Kenneth Banghart will serve as narrator of the 60-minute, six-commentator show that will survey the big news breaks of 1952 and their significance. NBC listeners will hear tape recordings of the actual voices of the headline personalities of the year.

H.V. Kaltenborn, dean of radio commentators, will sum up election year politics from the first primaries in March through the conventions, campaigns and final election results.

Leon Pearson, veteran diplomatic reporter, will deal with the evolution of the North Atlantic Treaty Organization and Western European defense against Communism. George Hicks will report on Korea where the nation's fighting men and its hopes are mobilized in the front lines. Leif Eid, one of NBC's top newsmen in Washington, will report on scandals in government, mink coats and tax evasions, and alleged Communists in high places inside the government.

(more)

THE [illegible]

[illegible text]

[illegible text]

[illegible text]

[illegible text]

[illegible text]

[illegible text]

[illegible text]

[illegible text]

2 - 'Voices and Events'

W.W. (Bill) Chaplin will summarize what's happened to our domestic economy throughout the year: inflation, labor-management relations, the steel strike and President Truman's seizure of the plants. Listeners will also hear some last words of headliners who have died during the year and first gurgles of new-born personalities in the news.

Joseph O. Meyers, manager of NBC's central news desk, is producing "Voices and Events of 1952," using a technique of live and tape-recorded narration originated by NBC's news department in the post-war years. Arthur Wakelee is writing and directing "Voices and Events of 1952."

Young and Rubicam is the agency for Travelers Insurance Company.

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NBC-New York, 12/5/52

W.E. (1911) Chapter will summarize world's progress in the
domestic economy throughout the year: inflation, labor-management
relations, the steel strike and President Wilson's attitude of the
alliance. It also will also have some local words of wisdom and
have died during the year the first edition of the book published
in the new.

Joseph G. Meyer, member of WPA's editorial board, is
producing "Voices and Images of 1932," which is to appear in 1933 and
tape-recorded material collected by WPA's new department in the
past few years. Another chapter is being prepared for "Voices and
Images of 1932."

Young and Sullivan is the agency for the new book.

company.

WPA-3-1-1932, 12/1/32

STORY OF GENERAL EISENHOWER'S HOMEWARD TRIP FROM KOREA
FIRST TOLD TO NATION BY NBC RADIO AND TV NETWORKS

NBC's combined radio-TV news department was first to inform the nation that General Eisenhower was homeward bound from his Korean inspection trip early Friday morning, Dec. 5.

The NBC radio and television networks broadcast the report (pooled with other networks) that Eisenhower had made his tour of inspection and was flying back to the United States at 7:02:30 a.m., EST, and followed pool newscaster Everett Holles' announcement with General Eisenhower himself declaring that "there is no easy solution for the war in Korea." The President-elect was heard on radio and TV; pictures of the trip were scheduled for later telecasts.

The first NBC broadcasts were several minutes ahead of the wire service bulletins and more than one hour ahead of other networks. NBC radio followed the original announcement with further reports at 7:13, 7:20 and 7:52, all on the "Gene Rayburn Show." William Sprague devoted the whole of NBC's "World News Roundup" at 8:00 a.m. to the full story of Eisenhower's trip to Korea. "Tex and Jinx" featured further news from Korea at 9:10 a.m. and NBC then broadcast a special 15-minute summary of the story at 9:30 a.m.

NBC television's "Today" broadcast continual reports direct from Korea starting at 7:02 a.m.

Joseph O. Meyers, manager of NBC's central news desk, supervised the Eisenhower broadcasts.

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INTERNATIONAL CELLUCOTTON PRODUCTS TO SPONSOR
SWAYZE'S 'SIDELIGHTS ON THE NEWS'

International Cellucotton Products will sponsor JOHN CAMERON SWAYZE WITH SIDELIGHTS ON THE NEWS each weekday, Monday through Friday, from 10:30 to 10:35 p.m., EST on NBC radio starting Monday, Jan. 5.

The five-minute program is devoted to significant stories in the day's news. Swayze, noted NBC commentator, has won a wide following of radio listeners for his pleasant manner of commenting on the day's events.

Foote, Cone and Belding is the agency for International Cellucotton Products, which will advertise Kleenex and other products on the program.

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NBC-New York, 12/5/52

INTERNATIONAL RELATIONSHIP
IN THE
EASTERN HEMISPHERE

INTERNATIONAL RELATIONSHIP IN THE EASTERN HEMISPHERE

CARLETON SWAYNE WITH ILLUSTRATIONS OF THE NEW YORK PUBLIC LIBRARY

DAY THROUGH FRIDAY, 1900 TO 1901, NEW YORK

radio starting Monday, 1901

The live-voice program is limited to a limited

station in the day's news, today, today, today, today

has not a wide following of radio stations for all persons

number of commenting on the day's news.

Notes, News and Bulletin is the agency for the International

Geographical Products, which will advertise America and other

products on the program.

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THE NEW YORK PUBLIC LIBRARY

trade *news*

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

December 8, 1952

NILES TRAMMELL RESIGNS AS CHAIRMAN OF NBC BOARD
AND AS MEMBER OF RCA BOARD TO HEAD
NEW BISCAYNE TV CORPORATION

FOR RELEASE TUESDAY A.M. PAPERS, DEC. 9

Niles Trammell, chairman of the Board of the National Broadcasting Company and member of the Board of the Radio Corporation of America, has resigned these positions to become President of the newly formed Biscayne Television Corporation, which has today filed an application with the Federal Communications Commission for a television station on Channel 7 at Miami, Fla. Mr. Trammell has joined with Mr. James M. Cox, Jr., and Mr. John S. Knight and their associates in the formation of the new company.

Brigadier General David Sarnoff, chairman of the Board of the Radio Corporation of America, stated, "It is with a deep sense of personal regret that I acceded to Mr. Trammell's request to relinquish the chairmanship of the National Broadcasting Company, a post he filled with great distinction as he had done with every other office he held in the Radio Corporation of America and the National Broadcasting Company.

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AMERICA'S NO. 1 NETWORK · THE NATIONAL BROADCASTING COMPANY

"Niles Trammell is a fine example of the opportunity America affords for self-development and personal advancement to the man who wants to work hard, to serve faithfully and to make his contribution to the industry and the public. I am proud to have brought him into our organization 30 years ago, and derived the greatest personal as well as official satisfaction in watching him climb from the bottom to the top in his chosen profession. His success is due to his own fine accomplishments, and I am certain he will succeed in the future as he has in the past."

"The Radio Corporation of America and the National Broadcasting Company are happy that Mr. Trammell has accepted their invitation to continue as a consultant and that they will have the benefit of his great experience and wise counsel."

In leaving the National Broadcasting Company, Mr. Trammell said, "I cannot fully express my feeling of regret at leaving the magnificent organization with which I have been associated for almost 30 years; nor can I adequately express my gratitude for the help and cooperation I have had from my associates in the company, my many friends among the advertisers and their agencies, the stations affiliated with NBC, and the radio and television artists. I am delighted to be associated with Mr. Knight and Mr. Cox in their effort to bring another television service to the important expanding market of Miami at an early date."

(more)

One of the real pioneers in the broadcasting business, Mr. Trammell combines the rare talents of creative salesmanship and instinctive showmanship. He guided the radio broadcasting industry through its crucial years and led the way in the development of the pattern of local and network television. Many of the great stars and programs in radio and television today were first brought to public attention by Mr. Trammell. Likewise, many of the major on-the-air advertisers today are companies whom Mr. Trammell first sold on the merits of radio and television advertising.

Mr. Trammell was elected President of the National Broadcasting Company in July, 1940, and served until October, 1949, when he was made chairman of the Board and Mr. Joseph H. McConnell became President.

With the announcement of Mr. Trammell's action, Mr. McConnell said, "We here at NBC are going to sorely miss Mr. Trammell's sound advice and guidance. No other broadcasting operator has contributed so much as he to the public's enjoyment of radio and television. He commands the respect of every advertiser, every station owner and every artist with whom he has dealt. The people of Miami are fortunate indeed to have such a person serving them."

Mr. Trammell entered the radio business in 1923 as a commercial representative for the Radio Corporation of America on the West Coast. He was given his first job by General Sarnoff, who was making an inspection trip in San Francisco, Calif., where Mr. Trammell was stationed as a member of the staff of Major General Charles G. Morton at the Presidio. A year later, in 1924, Mr. Trammell was named district manager of the Pacific Northwest for the Radiomarine Corporation, and in 1925 became assistant sales manager of the Pacific Division of RCA.

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In March, 1928, he began his association with NBC as a member of the sales staff. Within two months he was promoted to manager of the Central Division, headquartering in Chicago. In March, 1929, he was elected a vice president and in January, 1939, he was promoted to executive vice president of the network and transferred his office to New York City. The following year he became President and a director of NBC and subsequently was elected to the Board of Directors of RCA.

Mr. Trammell was born in Marietta, Ga., and attended Sewanee Military Academy and the University of the South. In World War I he was commissioned a second Lieutenant and remained with the Army until 1923 on General Morton's staff. It was as a young Army officer that Mr. Trammell first became intrigued with the possibilities of the then infant industry -- radio -- and decided to seek his career in that business.

Within a year after Mr. Trammell was named vice president in charge of NBC's Central Division, he had boosted the billings from \$1,000,000 a year to \$1,000,000 a month. It was in Chicago that Mr. Trammell persuaded many of today's great figures in the entertainment world to join the growing radio industry and negotiated the first of the million-dollar contracts for which he later became noted.

Under Mr. Trammell's direction, NBC constructed its large and modern broadcasting studios in the Merchandise Mart in Chicago and its own building in Hollywood, Calif. Under his presidency, the NBC network pioneered in full-scale commercial television following World War II.

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5 - Niles Trammell

Mr. Trammell was instrumental in bringing to the air many of the great NBC public affairs programs which broadened broadcasting's usefulness to the American public. During the critical war years he guided NBC's full scale participation in the victory effort.

The outgoing NBC chairman has been the recipient of numerous awards from governmental, cultural, religious, educational, civic and industry groups.

-----O-----

NBC-New York, 12/8/52

Mr. Franklin was interviewed in relation to the role of
the first NBC public affairs program which presented controversial
questions to the American public. During the critical war years he
avoided NBC's full scale participation in the history of the
The outgoing NBC chairman had been the recipient of numerous
awards from government, university, religious, civic and
industry groups.

100-New York, 12/2/52

* ————— *

NBC FOLLOWS EISENHOWER KOREAN SCOOP WITH FIRST TV FILMS
AND INTERVIEW WITH FIRST RETURNING CORRESPONDENT

* ————— *

NBC radio and television were first all the way with broadcast coverage of General Eisenhower's trip to Korea. Following a radio scoop of several hours on Friday morning, Dec. 5, when NBC brought the nation first news of Eisenhower's Korean visit, NBC television presented first films of the inspection trip on Sunday, Dec. 7, at 5:30 p.m., EST.

The half-hour documentary, "Eisenhower's Mission To Korea," was filmed by NBC-TV cameraman Julius Zenier. It showed the President-elect inspecting troops and positions of UN forces in Korea, as well as dining on pork chops and sauerkraut with his old infantry outfit in the field.

Then, Monday morning, Dec. 8 shortly after 7:00 a.m., EST, NBC television was again in the lead when it presented the first correspondent back from covering Eisenhower's trip. Frank Bourgholtzer, NBC's Presidential reporter, flew to Korea from New York a week ago, and flew back, arriving in New York at 4:00 a.m., Monday morning, three hours before he went on the air on "Today." Thus NBC-TV was able to present a personal report on the General's trip first.

NBC's film coverage of Eisenhower's Korean trip was presented at least an hour before other networks had similar films. NBC's radio reports on the trip were more than an hour ahead of other networks on Friday and several minutes ahead of the wire services.

Davidson Taylor is director of NBC's combined radio-TV news department. William R. McAndrew is manager. Joseph Meyers, supervises the news department's central newsdesk.

-----O-----

NBC-New York, 12/8/52

trade *news*

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

December 9, 1952

TV SETS IN U.S.A. NEAR 20 MILLION,
ACCORDING TO NBC RESEARCH EXPERT

Television sets in use in the United States totaled 19,751,200 as of Nov. 1, 1952, according to an estimate released today by Hugh M. Beville, Jr., director of Research and Planning for the National Broadcasting Company.

The total represents a gain of 626,300 TV installations during October. This is the largest monthly increase since December, 1950, when 724,200 sets were sold in one month.

According to the new estimates, there are now 3,180,000 sets in the New York area, 1,290,000 in Chicago, 1,270,000 in Los Angeles, and 1,125,000 in Philadelphia.

By Jan. 1, 1953, Beville predicted, there would be close to 21,000,000 TV set installations in the United States, representing approximately 47 percent of all United States homes.

-----O-----

HARVEY S. FIRESTONE, JR., RECEIVES BROTHERHOOD AWARD

Harvey S. Firestone, Jr., chairman of the board of the Firestone Tire and Rubber Co., which sponsors the NBC simulcast VOICE OF FIRESTONE (NBC radio and television networks, Mondays, 8:30 p.m., EST), has received the Brotherhood Award of the National Conference of Christians and Jews. The presentation was made at a dinner Dec. 8 in the Waldorf-Astoria Hotel, New York.

-----O-----

WILLIAM S. BUSCHGEN REJOINS NBC SPOT SALES DEPT.

William B. Buschgen has rejoined the NBC Spot Sales Department as a radio salesman after a year's tour with the U.S. Army in Germany.

A veteran of World War II, Buschgen was recalled to active service with a mobile broadcast company sponsored by NBC and RCA as a reserve unit.

-----O-----

NBC-New York, 12/9/52

KARVEY G. FIRESTONE, JR., RECEIVES CITIZENSHIP AWARD

Karvey G. Firestone, Jr., chairman of the Firestone Tire and Rubber Co., which sponsors the 1935 National Voice of Firestone (NVO) radio and television network, Monday, 8:30 p.m. (EST), has received the citizenship award of the National Conference of Christians and Jews. The presentation was made at a dinner Dec. 8 in the Waldorf-Astoria Hotel, New York.

WILLIAM G. BRUNNEN RECEIVES NVO STAR AWARD

William G. Brunnen has received the NVO Star Award for his efforts as a radio salesman after a year's tour with the U.S. Army in Germany. A veteran of World War II, Brunnen was credited to active service with a radio broadcast company sponsored by WNC and RCA as a reserve unit.

trade news



RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

December 10, 1952

LATEST NIELSEN MEASUREMENTS REVEAL NIGHTTIME RADIO
OF GREATER ADVERTISER VALUE TODAY THAN EVER BEFORE

The value of nighttime network radio is greater today than ever before. It delivers a multi-million radio audience at the lowest cost-per-thousand circulation in radio's history, at only a fraction of the cost-per-thousand of any of the nation's top magazines. And while the cost-per-thousand circulation of printed media has been steadily increasing since 1949, the cost of nighttime radio has been decreasing.

These facts, of major significance to the entire broadcasting and advertising industries, were highlighted today by Ruddick C. Lawrence, NBC director of Promotion, Planning and Development, and Hugh M. Beville, Jr., NBC director of Research and Planning, in releasing the latest measurements by the A.C. Nielsen Co. of circulation figures and up-to-date circulation values of network radio.

The most comprehensive survey of radio ever undertaken, the Nielsen Coverage Study presents for the first time in three years a contemporary, realistic evaluation of the subject. It is the largest personal interview study ever made. Every county in the U.S. was surveyed, using a sample of 100,000 homes.

The new study reveals that the NBC Radio Network attracts a greater nighttime audience than any other network -- 16 million homes

(more)

AMERICA'S NO. 1 NETWORK · THE NATIONAL BROADCASTING COMPANY

THE UNIVERSITY OF CHICAGO
LIBRARY

THE UNIVERSITY OF CHICAGO
LIBRARY
1215 EAST 58TH STREET
CHICAGO, ILL. 60637
TEL. 773-709-3000
FAX 773-709-3000

THE UNIVERSITY OF CHICAGO
LIBRARY
1215 EAST 58TH STREET
CHICAGO, ILL. 60637
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THE UNIVERSITY OF CHICAGO
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1215 EAST 58TH STREET
CHICAGO, ILL. 60637
TEL. 773-709-3000
FAX 773-709-3000

2 - Nielsen Measurements

on the average night, 25,466,870 different homes at the end of the week. This nighttime audience exceeds that of the next network by 1,275,000 homes each week.

With this audience leadership NBC Radio reaches more homes per advertising dollar than magazines, newspaper supplements or television networks, and it does so at a lower nighttime cost-per-thousand -- only 33 cents -- than any other radio network.

On the prime point of radio's decreasing cost-per-thousand compared with the increase on the same standard by printed media, the figures are:

1949-1952 Trend of Media Cost-Per-Thousand

RADIO NETWORKS (Evening)

Percent Decrease

| | |
|-----------|------|
| NBC | 17.5 |
| CBS | 14.3 |
| MBS | 9.3 |
| ABC | 9.1 |

MAGAZINES

Percent Increase

| | |
|-----------------------------|------|
| Ladies' Home Journal..... | 7.7 |
| Good Housekeeping..... | 8.4 |
| Woman's Home Companion..... | 8.9 |
| Better Homes & Gardens..... | 11.8 |
| Life..... | 14.5 |
| McCall's..... | 16.0 |
| Saturday Evening Post..... | 16.9 |
| Collier's..... | 24.6 |
| Look..... | 25.4 |

Circulation

Radio Weekly Audience:

BMB for 1949, NCS for
1952

Magazines: ABC first
six months of each
year

Sources

Costs

Radio: Net time cost, one-half
hour, weekly frequency

Magazines: Net cost black-and-
white full page based on the use
of every issue in a year

(more)

On the average, 2,000,000 letters are sent in the week. This estimate is based on the fact that the average of 1,500,000 letters is sent each week.

With this estimate, however, the total number of letters sent is estimated to be 2,000,000. This is based on the fact that the average of 1,500,000 letters is sent each week. The total number of letters sent is estimated to be 2,000,000.

On the basis of the above, the total number of letters sent is estimated to be 2,000,000. This is based on the fact that the average of 1,500,000 letters is sent each week. The total number of letters sent is estimated to be 2,000,000.

Table 1 - Summary of Data

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| | |
|---|-----------|
| 1. Total number of letters sent | 2,000,000 |
| 2. Total number of letters received | 1,500,000 |
| 3. Total number of letters sent and received | 3,500,000 |
| 4. Total number of letters sent and received (excluding letters sent and received by the same person) | 3,000,000 |
| 5. Total number of letters sent and received (excluding letters sent and received by the same person and letters sent and received by the same person) | 2,500,000 |
| 6. Total number of letters sent and received (excluding letters sent and received by the same person and letters sent and received by the same person and letters sent and received by the same person) | 2,000,000 |

| | |
|---|-----------|
| 1. Total number of letters sent | 2,000,000 |
| 2. Total number of letters received | 1,500,000 |
| 3. Total number of letters sent and received | 3,500,000 |
| 4. Total number of letters sent and received (excluding letters sent and received by the same person) | 3,000,000 |
| 5. Total number of letters sent and received (excluding letters sent and received by the same person and letters sent and received by the same person) | 2,500,000 |
| 6. Total number of letters sent and received (excluding letters sent and received by the same person and letters sent and received by the same person and letters sent and received by the same person) | 2,000,000 |

Table 1 - Summary of Data
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3 - Nielsen Measurements

Proof of radio's vitality is evidenced by the fact that 8,335,000 new radio sets have already been sold this year.

Release of the Nielsen material is another step in the major program of basic research on radio which NBC has undertaken. The network pioneered in developing and presenting the NBC Radio Sales Effectiveness Study, released in August. This study documented sales increases of 20 to 111 per cent among listeners to sponsored network radio programs.

In the same category was NBC's establishment earlier this year of an all-embracing, truly national merchandising service, the first of its kind in network radio. It is designed to aid network sponsors in getting the maximum return from their radio advertising dollars.

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NBC-New York, 12/10/52

Proof of traffic's vitality is evidenced by the fact that

11,500,000 new radio sets have already been sold this year.

Belgium is the first country in Europe to have the radio

program of basic research in radio which has been completed. The first

work of research in developing and producing the new radio sets is

Belgian study, which is being carried out by the government and its

groups of 10 to 15 new radio sets, which are being produced in

Belgium.

In the new category of the radio, the government is

one of an all-embracing, first national radio-communication system, the

first of its kind in Europe. It is a system in which the

system is being used to provide the first radio-communication

system.

1935-1936

NEWS from NBC

RCA BUILDING - RADIO CITY, NEW YORK

December 10, 1952

* ————— *

YULETIDE ACROSS THE NATION ON NBC-TV

- - -

Church Services, Drama, Comedy and Music

With Noted Stars Will Be Presented;

GIs Abroad to Talk to Families

* ————— *

The largest-scale Christmas observance on television to date is in store for NBC-TV viewers across the nation on Dec. 24 and 25.

A holiday eve telecast featuring Ezio Pinza, Jane Pickens, Meredith Willson's orchestra and the marionettes of Bil and Cora Baird is being readied by NBC producer-director Dee Engelbach for presentation from 11:15 to 12:00 mid., EST.

Midnight Mass from St. Patrick's Cathedral, New York, will follow (12:00 mid.-2:00 a.m., EST).

A Christmas Day service from Washington Cathedral in the nation's capital will be presented from 11:00 a.m., to 12:00 noon, EST.

Two special hour-long telecasts of unusual interest, each commercially sponsored, are in preparation for Christmas Day. The first, sponsored by Mutual of Omaha, will enable servicemen stationed in Korea, Japan, Germany and England to speak with their families at home (3:00-4:00 p.m., EST). The second, "One, Yuletide Square," sponsored by General Motors, will be a Christmas fantasy conceived

(more)

2 - Yuletide on TV

and produced by Leonidoff, executive producer of New York City's Radio City Music Hall, and will star Arthur Godfrey (4:00-5:00 p.m., EST). In the cast will be ballet stars Robert Helpman, Tanaquil LeClerq and Jacques d'Amboise, under direction of George Balanchine.

A repeat production by the NBC Television Opera Theatre of Gian Carlo Menotti's opera, "Amahl and the Night Visitors," which won a great success at its premiere on NBC-TV last Christmas Eve, will be presented from 6:00 to 7:00 p.m. EST, on Christmas Day.

In addition to these (and other) specially scheduled telecasts, a large number of NBC-TV's regular programs will accent seasonal themes.

Following are some highlights among seasonal programs (All times EST):

WEDNESDAY, DEC. 17

"Scott Music Hall" (8:30-9:00 p.m.) -- Singer Patti Page, comedian Frank Fontaine and ballerina Mary Ellen Terry present a program on a Christmas theme.

SUNDAY, DEC. 21

"The Nature of Things" (network except WNBT, 12:45-1:00 p.m.) -- Dr. Roy K. Marshall presents "The Star of Bethlehem," his own interpretation of what the Star may have been and the part the phenomenon plays in determining the date of the Nativity.

"Zoo Parade" (4:30-5:00 p.m.) -- Many of Marlin Perkins' animal friends at Chicago's Lincoln Park Zoo will gather 'round a Christmas tree as he recounts "One Magic Night," a legend of the animals who gained the power of speech on Christmas Eve. An annual "Zoo Parade" feature.

International Diplomatic Children's Christmas Party (5:30-6:00 p.m.)

"Colgate Comedy Hour" (8:00-9:00 p.m.) -- Comedian Ray Bolger stars in a seasonal show, "Christmas Show Window." Bolger will do several of the sketches for which he is famous, "The Old Soft Shoe" and, perhaps, "The Window Dresser Goes to Bed," a pantomime.

(more) !

SUNDAY, DEC. 21 (CONT'D)

"Goodyear Television Playhouse" (9:00-10:00 p.m.) -- "Mr. Quimby's Christmas Hats," drama by Harry Muheim.

"The Doctor" (10:00-10:30 p.m.) -- "The Tale of Two Christmases," filmed drama starring Warner Anderson as the Doctor.

MONDAY, DEC. 22

"Voice of Firestone" (simulcast, 8:30-9:00 p.m.) -- Soprano Eleanor Steber is soloist in a concert of seasonal music with orchestra and chorus directed by Howard Barlow. Miss Steber will sing "The Friendly Beasts," "Alleluia" by Mozart, and "Silent Night." Chorus and orchestra will present "O, Little Town of Bethlehem" and a medley of "Joy to the World," "Away in a Manger" and "The First Noel." Orchestral numbers will be the Waltz from "Hansel and Gretel" and two selections from Tchaikovsky's "Nutcracker" Suite.

WEDNESDAY, DEC. 24

Christmas Eve Show (11:15-12:00 mid.) -- Singing stars Ezio Pinza and Jane Pickens, with Meredith Willson's orchestra and the Baird Marionettes featured; Dee Engelbach is producer-director.

Midnight Mass from St. Patrick's Cathedral, New York (12:00 mid.-2:00 a.m.)

THURSDAY, DEC. 25

"Today" (7:00-9:00 a.m.) -- Dave Garroway will act as liaison between six GIs in Berlin and their families in the U.S. By means of a special communications-and-film setup, the soldiers will receive word from home and their families will be able to see them as they talk with Garroway.

Christmas Service from Washington Cathedral, Washington, D.C. (11:00 a.m., -12:00 noon).

Servicemen in Korea, Japan, Germany and England will speak with their families at home. (3:00-4:00 p.m.)

"One, Yuletide Square" (4:00-5:00 p.m.) -- Christmas fantasy starring Arthur Godfrey, with ballet stars Robert Helpman, Tanaquil LeClerq, Jacques d'Amboise, produced by Leonidoff, executive producer of Radio City Music Hall, New York.

"Amahl and the Night Visitors" (6:00-7:00 p.m.) -- The NBC Television Opera Theatre presents the Gian Carlo Menotti opera featuring Bill McIver as Amahl, with Rosemary Kuhlman as Amahl's mother, and Andrew McKinley, Leon Lishner and David Aiken as the Three Kings.

"Ford Theatre" (9:30-10:00 p.m.) -- Edmund Gwenn stars in "Heart of Gold," an adaptation of Hawthorne's "The Snow Image," a story of a group of children who have faith in make-believe. With Anita Louise.

MONDAY, DEC. 21 (Yuletide)

"Goodnight Television Playhouse" (9:00-10:00 p.m.) -- "Mr. Jimmy's Christmas Tree," drama by Jimmy Merrill

"The Doctor" (10:00-10:30 p.m.) -- "The Tale of Two Christmas Trees," Timed drama starring William Bradford Huie as the Doctor

TUESDAY, DEC. 22

"Voice of the Wilderness" (airing at 8:30-9:00 p.m.) -- Sop and Missor Steger is vocal in a number of seasonal songs with vocalists and chorus directed by Howard Darrow. Miss Steger will sing "The Friendly Beasts," "A Little Bit of Heaven," and "A Little Bit of Earth." Other songs will include "O Little Town of Bethlehem" and a variety of "Joy to the World." "Away in a Manger" and "The First Noel." Guest vocalists will be the Walter from "Happiest and Greatest" and the vocalists from "The Christmas Story."

WEDNESDAY, DEC. 23

"Christmas Eve Show" (11:15-12:00 a.m.) -- Singing stars Edie Fildes and Jane Flanders, with Howard Darrow's orchestra and the Radio Nationalized Orchestra. The program is broadcast live.

"Midnight Mass from St. Patrick's Cathedral, New York" (12:00 a.m. - 2:00 a.m.)

THURSDAY, DEC. 24

"Tale" (1:00-2:00 a.m.) -- Gene Garvey will act as liaison between six GIs in Berlin and their families in the U.S. by means of a special communications-and-tell system. The soldiers will receive word from home and their families will be able to see them as they talk with Garvey.

"Christmas Service from Washington Cathedral, Washington, D.C." (11:00 a.m. - 12:00 noon)

"Children in Korea, Japan, Germany and England will speak with their families at home." (1:00-2:00 p.m.)

"One Yuletide Story" (2:00-3:00 p.m.) -- The famous Yuletide starring Arthur Godfrey, with Billie Holiday, Robert Taylor, and Loretta Young. Directed by John H. Auer, executive producer of Radio City Music Hall, New York.

"Angel and the Night Vision" (3:00-3:30 p.m.) -- The NBC Television Story of the Christmas Eve when the Virgin Mary appeared to the Bill Miller as Angel, with Howard Darrow as Angel, Michael, and Andrew Mellick. Hosts Howard and Bill Miller as the Three Kings.

"The Christmas Story" (3:30-4:00 p.m.) -- Howard Darrow as "Jesus of Nazareth," an adaptation of the Christmas story, a story of a group of children who have been in the wilderness. With Anne Louise.

NEW TELEVISION STATIONS IN SPOKANE, PEORIA
AND BATON ROUGE AFFILIATE WITH NBC

Three new television stations have signed affiliation agreements with the National Broadcasting Company, Harry Bannister, vice president in charge of Station Relations, announced today.

The new stations, which are still under construction, are: KHQ-TV, Spokane, Wash.; WEEK-TV, Peoria, Ill.; and WAFB-TV, Baton Rouge, La.

KHQ-TV is owned by KHQ, Inc., which also operates the NBC radio affiliate. The TV outlet will go on the air on or about Dec. 15, 1952, operating on Channel 6.

WEEK-TV, owned by the West Central Broadcasting Co., expects to begin operating on UHF Channel 43 on or about Jan. 1, 1953. Fred C. Mueller will direct the station. The firm also operates WEEK, NBC's radio affiliate.

WAFB-TV will operate on UHF Channel 28, starting on or about Jan. 1, 1953. It is owned by the Modern Broadcasting Co. of Baton Rouge, Inc.

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NBC-New York, 12/10/52

NEW TELEVISION STATION IN HOUSTON, TEXAS
AND SEVERAL WOULD AFFILIATE WITH NEW

Three new television stations have filed applications for
licenses with the National Broadcasting Company, New York, N.Y., which
is in charge of station allocations, announced today.
The new stations, which are all under construction, are:
KHOV-TV (Houston, Texas), KHNK-TV, Fortis, Ill., and KHTV-TV, Houston,
Texas.
KHOV-TV is owned by KMO, Inc., which also operates the KMO
radio station. The TV station will be on the air on or about May 15,
1955, operating on Channel 6.
KHNK-TV, owned by the West Central Broadcasting Co., is
to begin operating on the Channel 45 on or about June 1, 1955. It
will also operate the station. The first test broadcast will be
radio station.
KHTV-TV will operate on the Channel 45 station on or about
Jan. 1, 1955. It is owned by the Houston Broadcasting Co. of
Houston, Texas.

trade news



RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

December 11, 1952

NBC WINS SEVEN SYLVANIA TELEVISION HONORS,
WITH UNPRECEDENTED GRAND AWARD TO
'VICTORY AT SEA' SERIES

VICTORY AT SEA, NBC's 26-part film-and-music dramatic history of naval operations which began as a public service on the television network Oct. 26, received an unprecedented Grand Award as "the greatest program on television" at the second annual Sylvania Television Awards dinner in New York last night (Dec. 11).

The Sylvania Television Awards, established in 1951 by Sylvania Electric Products, Inc., are made "for outstanding contributions to creative television technique." Of the 14 programs honored last night, seven were NBC network programs and special events telecasts.

The Awards Committee, headed by Deems Taylor, did not choose a program for a Grand Award in 1951. "But this year," Taylor said, "a very late comer was so significant in its conception, so magnificent in its content, so high in the self-imposed standards of its execution, so deep in its honest impact and so sweeping in its summation of what it means to be an American that the committee could only throw its hat in the air and say, 'This is what we have been looking for; this is American television that is truly great.'"

(more)

AMERICA'S NO. 1 NETWORK · THE NATIONAL BROADCASTING COMPANY

2 - Sylvania Awards

Sylvania Awards for "Victory at Sea" went to the National Broadcasting Company; Henry Salomon, who wrote and produced the series for NBC; Robert W. Sarnoff, vice-president in charge of NBC-TV's Film Division, under whose auspices the series was coordinated; Richard Rodgers, who wrote an original musical score for the series; and the United States Navy, with whose full and official cooperation the series was produced.

Sylvania Certificates of Merit for "Victory at Sea" went to M. Clay Adams, director; Isaac I. Kleinerman, film editor; Robert Russell Bennett, who arranged the musical score and conducted the NBC Symphony Orchestra in its performance; Richard F. Hanser who, with Salomon, wrote the scripts; Leonard Graves, the narrator; and Capt. Walter Karig, USN, technical advisor in the production of "Victory at Sea."

In accepting the Sylvania Award on behalf of the Navy, Dan A. Kimball, Secretary of the Navy, said, "Television has done what the printed word or the spoken word alone could never accomplish, and that, of course, is to enable people to participate in history's most stirring events...It gratifies me that you have chosen 'Victory at Sea' as one of the milestones on television's road."

Other Sylvania Awards were:

For the best dramatic series: "Robert Montgomery Presents," with awards to producer Montgomery, NBC, the American Tobacco Company and S.C. Johnson & Son, Inc.; and Certificates of Merit to the alternating directors, Norman Felton and Herbert Bayard Swope, Jr., and to the advertising agencies of Batten, Barton, Durstine & Osborn, Inc., and Needham, Louis & Brorby, Inc.

(more)

3 - Sylvania Awards

For the year's outstanding sports telecasts: The World Series, with awards to NBC and the Gillette Safety Razor Co., and Certificates of Merit to remote camera crews from WPIX and WOR-TV, New York; to the American League, the National League and Maxon, Inc.

For the best documentary melodramas: "Treasury Men in Action," with awards to NBC and the Borden Company, Certificates of Merit to director Daniel Petrie, producer Everett Rosenthal, and Doherty, Clifford, Steers & Shenfield, Inc.

For public service in giving the country's youth its own program: "Youth Wants to Know," with awards to Theodore Granik, producer-moderator, and NBC, and Certificates of Merit to directors Joseph Browne and Donald S. Hillman.

Sylvester L. "Pat" Weaver, vice-president in charge of NBC's radio and TV networks, received a Sylvania Award for pioneering and developing daytime television. It was Weaver who launched the unprecedented, two-hour early morning news and special events program, "Today," on the television network last January and made it a great success.

The National Broadcasting Company and the three other major TV networks received Sylvania Awards for televising the Republican and Democratic conventions in Chicago last Summer as the finest special events telecasts. An award was also made to the Philco Corporation, which sponsored these telecasts on NBC, and a Certificate of Merit to Hutchins, Inc.

The Award Announcement Dinner, held at Hotel Pierre, New York, was attended by top NBC officials, executives from every branch of the broadcasting industry, major advertisers, government officials and educators.

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NBC-New York, 12/11/52

December 11, 1952

NBC TO COVER PRO BOWL FOOTBALL GAME JAN. 10
IN COAST-TO-COAST TELECAST FROM LOS ANGELES

Climaxing its post-season coverage of football bowl games, NBC-TV will telecast the PRO BOWL FOOTBALL GAME coast-to-coast on Saturday, Jan. 10 from 4:15 p.m., EST until approximately 7:00 p.m., EST (network except WNBT). Kickoff time is 4:30 p.m., EST.

The "Pro Bowl" will match picked teams of stars from the National and American conferences of the National Professional Football League in Memorial Coliseum, Los Angeles. NBC sportscasters for the game will be announced soon.

NBC-TV's coverage of the "Pro Bowl" will complete a full five-month season of collegiate and professional football telecasts. NBC-TV carried the NCAA football schedule each week during the regular season and will cover four championship bowl games in the post-season months: the Poinsettia Bowl Dec. 20 (all-service championship) in San Diego, the Cotton Bowl (Dallas) and the Rose Bowl (Pasadena) Jan. 1 and finally the Pro Bowl in Los Angeles.

The network's football coverage, the most extensive of any network, was arranged by Tom S. Gallery, NBC director of sports.

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NBC-New York, 10/11/52

November 11, 1955

WHO TO VIEW THE FOOTBALL GAME AND TO
IN GOAL TO GOAT THERY FROM THE ARMY

Continued the post-graduate course of medical post-graduate
WHO-TV will continue the two hour football game on
Saturday, Nov. 12, 1955, 1:00 P.M. to 3:00 P.M.
EST (Central Time Zone), which will be shown on
The "Two Hour" will begin at 1:00 P.M. and
National and American universities of the National Football League
League in National Football League, the American Football League, and the
game will be shown on
WHO-TV's coverage of the "Two Hour" will continue on
the main screen of all three and post-graduate medical students
WHO-TV will also show football games and other sports on the
screen and will show the post-graduate course in the post-graduate
course: the post-graduate course in the post-graduate course in the
League, the College Football League, and the Football League (American)
and finally the two hour in the American
The network's football coverage will continue on
network, was arranged by the F. B. I. and the F. B. I. and the F. B. I.

1955 Nov 11 11:11 AM

EDUCATORS REQUEST 'NEWS OF THE WORLD' SURVEY ON NEED
OF FEDERAL AID FOR OVERCROWDED SCHOOLS

Educators from all parts of the nation are asking NBC for copies of a recent NEWS OF THE WORLD survey of America's educational needs. The "News of the World" report stressed the fact that the country will be short 600,000 classrooms within five years unless Congress appropriates \$10,000,000,000 for aid to states and local school districts.

On NBC's radio's high-rated newscast, "News of the World," with Morgan Beatty as commentator, the education survey took a good look at New York City, Oklahoma City and Los Angeles. Chet Hagan and Bill Fitzgerald were the NBC newsmen reporting in New York. Grant Foster of WKY, Oklahoma City, surveyed conditions in his area, and Ed Haaker of NBC Hollywood reported on school overcrowding on the West Coast.

Dr. Earl McGrath, federal education commissioner, commended the NBC News Department on the program and numerous requests for copies of the broadcast have been received from school officials, teachers' associations and other groups.

"News of the World" with Morgan Beatty is aired twice nightly on NBC radio, the first edition at 7:30 p.m., EST, the second at 11:15 p.m., EST (network except WNBC).

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ADAPTATION REPORT, WASH. TO THE WORLD: WASH. TO WASH.
OF FEDERAL AID FOR OVERSEAS STUDIES

Division from all part of the nation are being the
copies of a recent NEWS OF THE WORLD survey of America's educational
needs. The "News of the World" report shows the fact that the
country will be short 600,000 classroom within five years unless
Congress appropriate \$10,000,000,000 for the next five years and local
school districts.

On 1930's future high-level workers. "News of the World"
with foreign policy as a consideration the educational survey took a look
back at New York City, Chicago City and Los Angeles. That is, the
Bill Fitzgerald says the fact showed reporting in New York, New
Yorker of WHY, Chicago City, Chicago City, Chicago City, and
By Hester of 1930 showed reported on school overcrowding in the
West Coast.

Dr. Earl Browder, Federal Education Commission, announced
the 1930 News Department of the Federal and National Republics for which
of the business have been reported that school officials, teachers,
educational and other groups.

"News of the World" with Western Bureau is cited twice weekly
on NBC radio. The first edition at 7:30 p.m. and the second at
11:15 p.m. (Eastern time) WABC.

NEWS from NBC

RCA BUILDING - RADIO CITY, NEW YORK

December 12, 1952

RELIGIOUS, DRAMATIC, MUSICAL AND SPECIAL EVENTS PROGRAMS
ON NBC RADIO TO MARK NATION'S PREPARATION
FOR JOYFUL CHRISTMAS CELEBRATION

The nation's vast preparation for (and joyful celebration of) the coming Christmas will be observed by NBC radio in a comprehensive series of religious, dramatic, variety, musical, and special events broadcasts.

Among specially-scheduled programs now being readied are a holiday eve broadcast featuring singing star Ezio Pinza, Jane Pickens and Meredith Willson's orchestra, followed by Midnight Mass from St. Patrick's Cathedral, New York.

A second pair of programs of unusual interest, both scheduled for Saturday, Dec. 20, will be the dedication of "The Nation's Christmas Tree," oldest tree in California's Sequoia National Park and oldest living thing in the world, and "The Man Who Saw St. Nicholas," a musico-dramatic portrait of Clement Clark Moore, author of "A Visit from St. Nicholas" (better-known as "The Night before Christmas").

In addition to these (and other) specially scheduled seasonal broadcasts, many of NBC's regular programs will be devoted either wholly or partly to Christmas themes.

Following is a list of some of the highlights among Christmas programs (All times EST):

(more)

AMERICA'S NO. 1 NETWORK - THE NATIONAL BROADCASTING COMPANY

2 - Christmas Radio Programs

FRIDAY, DEC. 19

- 10:15-10:30 p.m. WORDS IN THE NIGHT -- David Ross reads poems appropriate to the season, among them "The Oxen" by Thomas Hardy, "The Lamb" by William Blake, "The Donkey" by G.K. Chesterton, and "A Christmas Carol" by Christina Rossetti. Soprano Sally Sweetland sings "I Wonder as I Wander," accompanied by guitarist Tony Mottola. (Network except WNBC).
- 11:30-12:00 mid. -- UNIVERSITY OF COLORADO MODERN CHOIR, a 90-voice chorus directed by Dean Warner L. Imig, presents a concert of seasonal music. (Network except WNBC).

SATURDAY, DEC. 20

- 1:00-1:30 p.m. -- NATIONAL FARM AND HOME HOUR presents its annual Christmas music festival with the Homesteaders Orchestra and the Farm and Home Quartet directed by Whitey Berquist.
Christmas Eve in My Home Town
Brazilian Sleighbells
I'd Like to See My Mom for Christmas
Medley: Adeste Fidelis, Deck the Halls, O Little Town of Bethlehem, Joy to the World, Silent Night
White Christmas.....Berlin
- 1:30-2:00 p.m. -- THE NATION'S CHRISTMAS TREE - Dedication of "The Nation's Christmas Tree," the oldest tree in Sequoia National Park, California, and the oldest living thing in the world. Lawrence Petersen, mayor of Sanger, Cal., will dedicate the tree to the nation. Dr. Donald H. Tippet, Methodist Bishop of the San Francisco Area, will speak, and the Sanger Choir will sing.
- 2:00-2:30 p.m. -- CATHOLIC CHORUSES ACROSS THE LAND present a concert of Christmas music. The groups include St. John's Seminary Choir (Boston), Pius X Liturgy School of Music Choir (New York), St. Patrick's Seminary Choir (San Francisco), St. John's Catholic Chorus (Cleveland), Holy Name College Choir (Washington, D.C.), and Cathedral Choristers (Chicago). (Network except WNBC).
- 8:30-9:00 p.m. -- THE MAN WHO SAW ST. NICHOLAS -- TV and stage star Bert Lytell portrays Clement Clark Moore, author of the famous Christmas poem, "A Visit from St. Nicholas," in a drama by Marjorie Jordan. Choir of the General Theological Seminary, New York, will sing. The drama depicts New York City as it was in 1822, when Moore wrote his poem. (Network except WNBC; WNBC only, 9:00 p.m., EST).
- 10:00-10:30 p.m. -- SALUTE TO THE NATION FROM LOS ANGELES -- Radio and film star Gordon MacRae will be soloist with a concert orchestra in seasonal music, including "Panis Angelicus." A 400-voice Los Angeles Bureau of Music choir also will sing. Mayor Fletcher Bowron of Los Angeles will speak briefly.

(more)

Friday, Dec. 19

10:15-11:30 P.M. - "The Night Before Christmas" - A play in three acts, written by William Shakespeare, and "The Christmas Carol" by Charles Dickens, both of which will be presented by the Radio City Music Hall. (Network except where noted.)

11:30-12:00 Mid. - "The Christmas Carol" - A play in three acts, written by Charles Dickens, and "The Night Before Christmas" - A play in three acts, written by William Shakespeare, both of which will be presented by the Radio City Music Hall. (Network except where noted.)

Saturday, Dec. 20

1:00-1:30 P.M. - "The Christmas Carol" - A play in three acts, written by Charles Dickens, and "The Night Before Christmas" - A play in three acts, written by William Shakespeare, both of which will be presented by the Radio City Music Hall. (Network except where noted.)

1:30-2:00 P.M. - "The Christmas Carol" - A play in three acts, written by Charles Dickens, and "The Night Before Christmas" - A play in three acts, written by William Shakespeare, both of which will be presented by the Radio City Music Hall. (Network except where noted.)

2:00-2:30 P.M. - "The Christmas Carol" - A play in three acts, written by Charles Dickens, and "The Night Before Christmas" - A play in three acts, written by William Shakespeare, both of which will be presented by the Radio City Music Hall. (Network except where noted.)

2:30-3:00 P.M. - "The Christmas Carol" - A play in three acts, written by Charles Dickens, and "The Night Before Christmas" - A play in three acts, written by William Shakespeare, both of which will be presented by the Radio City Music Hall. (Network except where noted.)

3:00-3:30 P.M. - "The Christmas Carol" - A play in three acts, written by Charles Dickens, and "The Night Before Christmas" - A play in three acts, written by William Shakespeare, both of which will be presented by the Radio City Music Hall. (Network except where noted.)

3 - Christmas Radio Programs

SATURDAY, DEC. 20 (CONT'D)

11:30-12:00 mid. -- REUBEN, REUBEN -- Reuben Bradford presents the story of the Nativity, with music including the "Ave Maria" from Verdi's "Otello," Hallelujah Chorus from "The Messiah," and the Grail music from Wagner's "Parsifal."

SUNDAY, DEC. 21

8:05-8:30 a.m. -- GEORGE CROOK, organist, presents a program of seasonal music (network except WNBC).

| | |
|---------------------------------|------------|
| Christmas Tree..... | Liszt |
| The Shepherd at the Manger..... | Liszt |
| A Rose Breaks into Blossom..... | Brahms |
| Five Noels..... | Tournemire |
| Dialogue on a Noel..... | Warner |
| Nazareth..... | Gounod |
| Fanfare..... | Lemmons |

9:30-9:45 a.m. -- CARNIVAL OF BOOKS presents a discussion of "The Trees Kneel at Christmas," a story of a Syrian family in Brooklyn, with author Maud Hart Lovelace and Ruth Harshaw, who conducts the weekly program. (Network except WNBC).

10:00-10:30 a.m. -- NATIONAL RADIO PULPIT -- The Rev. Dr. Ralph W. Sockman, pastor of Christ Methodist Church, New York, has chosen "A Savior Is Born" as his sermon subject in anticipation of Christmas. Seasonal music by the Radio Choristers.

10:30-10:45 a.m. -- THE ART OF LIVING -- The Rev. Dr. Norman Vincent Peale, pastor of Marble Collegiate Church, New York City, delivers a talk titled "Wonderful Things Happen When Christmas Comes." (Network except WNBC).

10:45-11:00 a.m. THE LIVING WORD -- Singing star Perry Como narrates Scripture passages read in the Roman Catholic Masses of Christmas; commentary by the Rev. John J. Dougherty of Immaculate Conception Seminary, Darlington, N.J. (Network except WNBC).

MONDAY, DEC. 22

8:00-8:30 p.m. -- THE RAILROAD HOUR, starring baritone Gordon MacRae with soprano Dorothy Kirsten as guest soloist, presents "Christmas Party."

| | |
|---|-------------|
| O Holy Night..... | Adam |
| International Christmas Songs: | |
| Billancico do Navidad (Spanish), | |
| I Wonder as I Wander (American), | |
| Patapan (French), Silent Night (German, American) | |
| Have Yourself a Merry Little Christmas | |
|Adapted from Tchaikowsky | |
| Children's Prayer..... | Humperdinck |
| The First Noel..... | Traditional |
| Twelve Days of Christmas..... | Traditional |

(more)

4 - Christmas Radio Programs

MONDAY, DEC. 22 (CONT'D)

8:30-9:00 p.m. -- VOICE OF FIRESTONE -- Soprano Eleanor Steber is soloist in a concert of seasonal music with orchestra and chorus directed by Howard Barlow. (Simulcast, NBC-TV and radio).

The First Noel.....Traditional

The Friendly Beasts.....Traditional

Waltz from "Hansel and Gretel".....Humperdinck

Alleluia.....Mozart

Dance of the Sugar-Plum Fairy

from "Nutcracker" Suite.....Tschaikowsky

O, Little Town of Bethlehem

Silent Night

9:00-9:30 p.m. -- THE TELEPHONE HOUR -- Mezzo-soprano Mildred Miller is guest soloist with orchestra under Donald Voorhees' direction in a program of Christmas music.

Group of Christmas Carols.....Arranged

What Child Is This?.....Traditional

Excerpts from "Hansel and Gretel".....Humperdinck

11:30-12:00 mid. -- BALITMORE AND OHIO CHORUSES, 150 mixed voices directed by James Allan Dash, present a concert of Christmas music. (Network except WNBC).

TUESDAY, DEC. 23

8:00-8:30 p.m. -- CAVALCADE OF AMERICA presents "Christmas in America," a script by George H. Faulkner read by the noted actor Walter Hampden and underscored by Christmas carols sung by the 115-voice DuPont Chorus.

WEDNESDAY, DEC. 24

11:30-12:00 mid. -- CHRISTMAS EVE SHOW featuring singing star Ezio Pinza, Jane Pickens and Meredith Willson's orchestra. (Simulcast NBC-TV and radio).

12:00 mid - 1:40 a.m. -- MIDNIGHT MASS FROM ST. PATRICK'S CATHEDRAL, New York City. (Simulcast, NBC-TV and radio).

THURSDAY, DEC. 25

8:00-8:30 p.m. -- ROY ROGERS SHOW -- Roy Rogers and Dale Evans celebrate Christmas Day in Paradise Valley.

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NBC-New York, 12/12/52

NBC RADIO AND TV TO COVER POINSETTIA BOWL GRID GAME

- - -

Tommy Harmon to Give Play-by-Play Report on Radio,
Lindsey Nelson to Be TV Commentator

NBC radio and television will cover the POINSETTIA BOWL GAME on Saturday, Dec. 20 from 2:30 p.m., EST, until approximately 5:30 p.m., EST (NBC radio network except WNBC; NBC television network except WNBT). Coverage of the game will be offered for cooperative sale on both networks to all NBC affiliated stations.

Tommy Harmon, former all-American backfield star at Michigan, will be the play-by-play sportscaster for NBC radio. Lindsey Nelson, of NBC's sports staff, will be the television commentator for this East-West military services football championship game at Balboa Stadium, San Diego, Calif.

The Poinsettia Bowl Game will pit Bolling Air Force Base, Eastern service champions, against San Diego Naval Training Center, Western victors.

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NBC-New York, 12/12/52

THE COURT AND THE PARTIES HERETO HAVE AGREED THAT THE COURT SHALL HAVE JURISDICTION OVER THE ESTATE OF J. EDWARD BROWN.

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MOROCCAN RIOTS COVERED BY NBC NEWSMAN STEVENS ALLEN

NBC radio is providing the nation with first-hand coverage of the riots in Morocco. Staff correspondent Stevens Allen, whose headquarters is in Casablanca, is in the mountainous North African country broadcasting to the U.S.

Allen accomplished the "miracle" of locating transmitting facilities in Morocco. He arranged to broadcast from a temporary transmitter in Rabat and by means of several relays to reach Paris where his reports are rebroadcast to the United States on NBC news programs including "World News Roundup," "Home Edition of the News" and "News of the World."

Allen is a Californian who was living in Paris when the trouble broke out between French and Arabs in Morocco.

-----O-----

NBC-New York, 12/12/52

SYLVANIA AWARD FOR PIONEERING IN DAYTIME TELEVISION
GOES TO NBC'S S. L. WEAVER, ORIGINATOR OF 'TODAY'

Sylvester L. Weaver, Jr., NBC vice president in charge of Radio and Television, appeared on NBC-TV's TODAY program this morning (Dec. 12) to receive the Sylvania Award for pioneering in daytime television. It was the "Today" program, a Weaver idea, which prompted the award.

Dean Kenneth Bartlett of the Syracuse University Radio and Television Center repeated for the 40-city "Today" audience, the presentation which was made the previous night at the second annual Sylvania Awards dinner in New York.

Bartlett said that "for many years daytime television was the forgotten part of the television day. Sylvester Weaver opened it up, made it possible, proved in fact that people will view in the morning ... and for programs such as this, the board of judges thought that he should be rewarded for imagination and for pioneering."

In receiving the award, Weaver said, "Actually this (the award) is really for this group here on 'Today,' not for me; and it's also for you, that is to say, those of you who are watching 'Today' as regular viewers, because we are trying to give the communications service here in the morning that we believe ... from your mail and what we know ... is of interest and value to you, give you contact with the real world, with what has happened since you went to bed the night before, together with fitting into your leisure habit pattern in the morning."

(more)

2 - 'Today'

Dave Garroway, third party on the award scene, congratulated Weaver, then commented: "Do you know where we'd be if it weren't for you today, all of us? We'd all be in bed, sound asleep."

"Terribly sorry," said Weaver, smiling.

"But seriously," continued Dave, "We love it, as you know. Thanks for thinking up the idea."

"Today," with Dave Garroway is seen over the NBC-TV network, Mondays through Fridays, 7:00-9:00 a.m., EST and CST.

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NBC--New York, 12/12/52

have tomorrow, this party on the same evening, consequently
we will have tomorrow: Do you know where we will be if it doesn't
rain today, it will be in the road, some delay."

"I'm sorry about it," said Mary, smiling.

"Don't worry," continued Mary, "we will be in the road."

There is nothing to be done.

"Today," said Mary, "I will be in the road, some delay."

There is nothing to be done, it will be in the road, some delay.

THE END OF THE WORLD

trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

December 15, 1952

WILLIAM BENDIX TO LEAD 'LIFE OF RILEY' ON TV
AFTER LONG CAREER WITH FAMILY ROLE ON RADIO

- - -

Large Cast on NBC Friday Series Beginning Jan. 2.

PREMIERE

THE LIFE OF RILEY, starring comedian William Bendix in the role he made famous on radio, will become a television feature on NBC-TV starting Friday, Jan. 2 (8:30 to 9:00 p.m., EST).

The new family situation comedy series, produced on film at the Hal Roach studios in Hollywood, will replace the current "Gulf Playhouse." The Gulf Oil Corporation, through Young and Rubicam, Inc. continues as sponsor in this NBC-TV time-spot.

Bendix will be seen as Chester Riley, a man whose bark is always more formidable than his bite and whose head is frequently as soft as his heart. Riley lives with his wife, his young daughter and small son in a typical American town and encounters ordinary, everyday problems in each episode. However, Riley's extraordinary personality turns each event into a comic crisis, often with "disaster" seemingly imminent.

(more)

AMERICA'S NO. 1 NETWORK · THE NATIONAL BROADCASTING COMPANY

Marjorie Reynolds will portray Riley's patient and adoring wife; Eugene Sanders will be seen as Babs, their daughter; Wesley Morgan as Junior, their son; and Tom D'Andrea as Riley's dead-pan riveting pal, Gillis. Other featured characters in "The Life of Riley" will be Douglas Dumbrille as Cunningham, Robert Sweeney as Dangle, Emory Parnell as the factory foreman and Pat Flaherty as the watchman.

In addition to his radio fame for several years as Riley, William Bendix has been one of Hollywood's outstanding film personalities for more than a decade. Screen fans will recall his characterizations in such films as "The Hairy Ape," "Taxi," "The Time of Your Life," "The Babe Ruth Story" and "Detective Story."

Tom McKnight is producer of "The Life of Riley." Abby Berlin directs and Henry Clark writes the series. George Fenneman announces.

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NBC-New York, 12/15/52

Wendell's response will be to Billy's request and advice.
 Wife (Lillian) will be with him, their children, and
 Morgan as usual. Their son and Tom O'Connell as Billy's house-
 keeping boy, 1911. (Note: I have changed slightly to "The Life of Billy")
 will be Louisa (Lillian) as O'Connell's house-keeper, as usual.
 Mary (Lillian) as the father's house-keeper and her husband as the house-keeper.
 In addition to his wife and son, the house-keeper as Billy.
 William (Lillian) has been one of Billy's house-keepers, as usual.
 This for more than a decade. (Note: I have changed slightly to "The Life of Billy")
 tions in such times as "The Billy Age," "The Billy Age," "The Billy Age,"
 "The Billy Age," and "The Billy Age."
 Tom (Lillian) is present at "The Life of Billy," and Billy
 (Lillian) and Billy (Lillian) with the house-keeper, O'Connell (Lillian).

Wendell (Lillian) 1911

NEW NBC FILM SALES AND OPTION PICKUPS ANNOUNCED

New sales and option pickups of NBC Film Syndication properties in widespread markets were announced today by Robert W. Sarnoff, vice president in charge of the NBC Film Division.

"The Lilli Palmer Show," starring the popular British actress, will be sponsored by Station KGMB-TV, Honolulu, T.H., for 39 weeks. WCBS-TV in New York and WPTZ in Philadelphia will present the show under sponsorship of Conti Castile Shampoo, a product of the J.B. Williams Company, through the agency of Bermingham (cq) Castleman and Pierce. The Honolulu station also will sponsor the one-hour "Hopalong Cassidy" and "Dangerous Assignment" series, the latter for 52 weeks.

"Douglas Fairbanks Presents" will be sponsored by Rainier Beer over KING-TV, Seattle, Wash., for 52 weeks, and by the Lauer Furniture Company over WHAM-TV, Rochester, N.Y., the latter through Hav (cq) Nash Associates agency.

Other new sales include: "News Review of the Week," 13-weeks sponsorship by Utica Mutual Insurance Company, through the Devereaux Company agency over WHAM-TV, Rochester, N.Y.; "The Life of Riley," starring William Bendix, 26 weeks over KTTV, Los Angeles, and KRON-TV, San Francisco, Calif.

Options have been picked up on "Dangerous Assignment" for 26 weeks by WAVE-TV, Louisville, Ky., and for 13 weeks by WFBM-TV, Indianapolis, Ind.; "Hopalong Cassidy" (half hour series), WSM-TV, Nashville, Tenn., for Stewart's Foods; and "News Review of the Week" for 12 weeks by WFAA-TV, Dallas, Texas.

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JAMES FLEMING, NEWS EDITOR OF 'TODAY,'
COMPILES 'MR. PRESIDENT' RECORD ALBUM

James Fleming, news editor of TODAY, NBC-TV's news and special events program, has drawn upon the experience of "four years of listening to 20 years of history" to compile an album of records entitled "Mr. President," which documents the American scene and the executive office from Herbert Hoover to President-elect Dwight D. Eisenhower.

The RCA Victor record album, which will be released in January, has been compiled from NBC's tape-recording library. Many of these recordings of voices and events exist nowhere else and include the utterances of Roosevelt, Landon, Dewey, Wilkie, Stevenson and others.

Fleming is well known for his work overseas as a correspondent in the Middle East, Moscow and the Far East. Subsequently he was an attache of the ECA and in 1949 joined the NBC News and Special Events Department.

From experience gained as editor of NBC radio's "Voices and Events" program Fleming has arranged the sequences of "Mr. President" in narrative style. His commentary weaves together these often dramatic and serious speeches.

Fleming may be seen and heard Mondays through Fridays with Dave Garroway on "Today" over the NBC-TV network, 7:00-9:00 a.m., EST and CST.

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NBC-New York, 12/15/52

NEWS from NBC

RCA BUILDING — RADIO CITY, NEW YORK



To All:

A Merry Christmas

and

A Happy New Year

from NBC Press



AMERICA'S NO. 1 NETWORK — THE NATIONAL BROADCASTING COMPANY

trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

December 16, 1952

NBC MARSHALS STAFF OF 250 FOR FIRST COAST-TO-COAST
TELECAST OF PRESIDENTIAL INAUGURATION AND PARADE

- - -

Noted Commentators on Radio and TV, Aided by Special
Cadillac 'Camera-Car,' to Bring Nation
Complete Story of Ceremonies

Televiewers tuned to NBC will ride at the head of the Presidential inaugural parade on Tuesday, Jan. 20, 1953, when the network's five-hour telecast and three-hour radio broadcast will report to the nation the official change in administration. The program will be called "Inauguration Day."

General Motors will sponsor four of the five hours on television, as well as the radio broadcast of the historic event. The noon-hour of swearing-in ceremonies at the East Portico of the Capitol and the inaugural speech of President Eisenhower will be broadcast and telecast unsponsored by NBC as a public service.

From 11:30 a.m., EST, until midafternoon (2:30 p.m., EST, on radio, and approximately 4:30 p.m., EST, on television), NBC will cover the inaugural parade from the White House to the Capitol and back again. Then NBC's "electronic eyes and ears" will review the parade from a vantage point opposite the Presidential party in front of the White House.

(more)

AMERICA'S NO. 1 NETWORK · THE NATIONAL BROADCASTING COMPANY

2 - Inauguration

General Motors, in cooperation with NBC, is constructing a special Cadillac sedan which will become a television mobile unit complete with a studio-type electronic camera and a TV innovation -- a hand camera, together with full radio and video transmitting equipment. The special Cadillac "camera-car" will take close-ups of the President and President-elect, their aides and the thousands of persons lining the curb between the Capitol building and the White House. The Cadillac will have all the facilities of NBC-TV's truck-size mobile units. It will provide its own source of electricity and thus can roam the parade route at will. The seven-passenger car will be redesigned to accommodate five persons plus half-a-ton of equipment. NBC's TV cameraman will travel in a rotating turret where the camera will also be located.

Newest marvel of television engineering in the Cadillac will be NBC's hand camera, a tiny TV camera smaller than walkie-lookie unveiled at the political conventions in Chicago last July. The hand camera will be used for intimate close-ups of the Presidential motorcade and the crowds along the parade route.

For the first Republican inauguration in 20 years, NBC will muster key personnel and latest model material from broadcast centers across the country. Fifteen fixed and mobile electronic cameras, and 50 microphones will assist 15 reporters and commentators to capture the whole story of inaugural day. A news and engineering staff of 250 will work behind the scenes. Special mobile radio and television units in addition to the Cadillac, back-pack radio transmitters, a telescopic skylift to elevate cameras and commentators above the heads of the crowd -- these and many other devices will be pressed into service on

(more)

General Motors, in cooperation with IBM, is constructing a special facility which will house a television studio unit complete with a studio-type electronic camera and a TV transmitter and camera, together with full radio and video transmitting equipment. The special facility "camera-car" will take place in the basement and President-elect, their staff and the thousands of persons lining the curb between the Capitol Building and the White House. The facility will have all the facilities of NBC-TV's truck-size mobile unit. It will provide its own source of electricity and have its own parade route as well. The seven-person crew will be responsible to accommodate five persons plus half-ton of equipment. NBC's TV cameraman will travel in a position toward the camera with him as located.

Newest network of television broadcasting in the United States, the NBC's band camera, a tiny TV camera which has built-in looking out of the political questions in which it is. The camera will be used for intimate close-ups of the Presidential motorcade and the crowds along the parade route. For the first time in the history of 50 years, NBC will station key personnel and latest model camera from various points across the country. Political views and public reactions, and to management will be left to reporters and commentators to report on the scene of inaugural day. A news and commentary staff of 250 will be behind the scenes. Special mobile units and facilities will be in addition to the facility, with two radio transmitters, a microphone unit to provide sound and commentary from the back of the crowd -- these and many other facilities will be brought into service on

3 - Inauguration

"Inauguration Day." Six film camera crews, a complete film laboratory staff and "hot" developers for film will supplement NBC's live coverage of the parade.

William R. McAndrew, NBC manager of news and special events, will be overall producer of NBC's television coverage of inauguration day. Joseph O. Meyers is radio producer. Charles C. Barry, vice-president in charge of programming, and Davidson Taylor, network director of public affairs, will be on hand in supervisory capacities. Charles Colledge is NBC's technical coordinator for inauguration coverage.

A team of at least 15 newsmen will tell the complete story of "Inauguration Day" from the time the President-elect enters his limousine to drive to the Capitol until the Eisenhowers enter the White House as President and First Lady for the first time. Frank Bourgholtzer, White House correspondent, and H.V. Kaltenborn, dean of commentators, will be NBC's newsmen at the Capitol, where the swearing-in ceremonies and the President's inaugural speech will take place. Bourgholtzer will identify the celebrities for NBC televiewers, while Kaltenborn analyzes President Eisenhower's speech and explains the formalities of the ceremony.

When the cavalcade leaves the Capitol for the White House, newsman Merrill Mueller will ride in NBC's Cadillac mobile unit along Pennsylvania Avenue as far as the intersection with 15th Street where Dave Garroway, star of "Today," and Frank Blair will be stationed to pick up the description. From the strategic corner by the Treasury Building, these two commentators will interview persons in the crowd and report on the parade as it serpentines past on Pennsylvania Avenue.

(more)

"Transmission Day." His first concern was a complete film laboratory
and "hot" developed for this will be the first time the
age of the camera.

William A. Hendon, 1932 manager of the film industry,
will be overall producer of NBC's television coverage of the
and Joseph O. Meyer is radio producer. Charles T. Meyer, also
and in charge of programming, and Paulson, former
of public affairs, will be on hand in supervisory capacities. Hendon
colleagues in NBC's technical facilities for television coverage.

A team of at least 25 men will be in the capital city
of "Transmission Day" from the time the President enters the
situation to arrive in the capital will be the television
and the House in session and stay late for the first time. They
will be in the capital, with some exceptions, and the
committee. Will be NBC's network of the capital, and the
in connection and the President's personal group will be
launched with the first and collection for the first time, with
California and the President's personal group and the
officials of the company.

What the capital will be the capital for the first time.
The President will be in the capital and the
President's group at the capital will be the first time
from Germany, and the first time will be the first time
from the capital. The first time will be the first time
will be the first time will be the first time will be the first time
and reports on the ground as it is the first time will be the first time

4 - Inauguration

Opposite the Presidential reviewing stand at the White House will be David Brinkley and Richard Harkness. NBC-TV cameras will be located beside the two commentators in Lafayette Park. Brinkley and Harkness will identify the various military units in the parade and comment on President Eisenhower's actions as he reviews the troops.

For NBC's telecast of "Inauguration Day" there will be six different camera emplacements constructed along the route. The telecast will be coordinated from network studios several miles away in the Wardman Park Hotel, where Morgan Beatty and Clifton Utley will serve as guides to the whole program. Beatty will link the various parts of the inaugural telecast together, while Utley will keep NBC televiewers informed on sidelights and background of the various ceremonies. Earl Godwin, veteran Washington correspondent, will provide personal reminiscences and inside stories on this and previous inaugurations.

NBC radio will have George Hicks, Bill Chaplin, Leon Pearson and other newsmen to give listeners the full picture of "Inauguration Day" from various vantage points.

NBC is the most experienced network in the nation for broadcast coverage of Presidential inaugurations. Network newsmen have reported every inaugural day ceremony since 1925, before NBC stretched coast-to-coast, when Graham McNamee and a few other radio stalwarts described Calvin Coolidge's accession to office. Eisenhower's inauguration will be the first time in history Americans from the Atlantic to the Pacific can watch their President take office and announce in his first official speech what he hopes his administration will accomplish for the good of the nation and the peace of the world.

(more)

Opposite the Presidential reviewing stand at the White House will be David Brinkley and Richard Goodwin. NBC-TV cameras will be located nearby and two commentators in New York, Brinkley and Markham will identify the various military units in the parade and comment on President Eisenhower's actions as he reviews the troops. For NBC's telecast of "Inauguration Day" there will be six different camera assignments distributed along the route. The telecast will be coordinated from network studios several miles away in the Waldorf Astor Hotel, where Morgan Hooty and Clinton Utey will serve as guides to the whole program. Hooty will link the various parts of the inaugural telecast together, while Utey will keep the telecast informed on sightings and background of the various participants. Earl Godwin, veteran Washington correspondent, will provide personal reminiscences and latest stories on this and provide analysis. NBC radio will have George Hicks, Bill Goodwin, Leon Rabinowitz and other newsmen to give listeners the full picture of "Inauguration Day" from various vantage points. NBC is the most experienced network in the nation for presidential coverage of Presidential inaugurations. Network newsmen have reported every inaugural day ceremony since 1925, before NBC first broadcast coast-to-coast, when Graham McNamee and a few other radio stations described Calvin Coolidge's dedication to office. Eisenhower's inauguration will be the first time in history Americans from the Atlantic to the Pacific can watch their President take office and announce in his first official speech what he hopes his administration will accomplish for the good of the nation and the peace of the world.

5 - Inauguration

NBC technicians have been perfecting arrangements for "Inauguration Day" since the morning after election. Every idea which might possibly contribute to this public service program of national interest has been developed and integrated into plans for the multi-hour telecast and radio broadcast. NBC officials have been conferring continually with the inaugural committee to assure that televiewers and radio listeners receive the best possible picture of the inaugural ceremonies.

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NBC-New York, 12/16/52

VICTORY AT SEA



CANADA SCHEDULES NBC-TV'S 'VICTORY AT SEA';
THREE NATIONS NOW SCHEDULING EPIC SERIES

Another milestone in the annals of television was passed today (Dec. 16) when NBC-TV's "Victory At Sea" became the first television program to run simultaneously in three countries.

Already featured as a weekly series by the National Broadcasting Company in the United States and by the British Broadcasting Corporation as an RCA-NBC production in England, "Victory At Sea" will be carried by the Canadian Broadcasting Corporation Television Service starting Sunday, December 28th, 7:30 p.m. in Toronto and on Monday, January 5th in Montreal which is extending its normal broadcast time a half hour (from 10:30 to 11:00 p.m.) to present this outstanding public service series to the Canadian public.

The 26-part film-and-music dramatic history of naval operations -- already widely heralded in the United States and Britain -- is being presented in Canada as a production of the NBC and the RCA Victor Company, Ltd., in cooperation with the Navies of Canada, Great Britain and the United States.

"Victory At Sea" is produced and written by naval historian Henry Salomon and coordinated by Robert W. Sarnoff, vice president in charge of NBC-TV Film Division. Richard Rodgers world-renowned composer wrote an original musical score for the series. The music is arranged by Robert Russell Bennett who conducted the NBC Symphony orchestra in its performance.

PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK

December 16, 1952

'MRS. U.S.A.' AND 'PROLOGUE TO THE FUTURE'

RETURN TO NBC-TV DAYTIME ROSTER

Two popular NBC daytime television programs, similar in concept, return to the air on Monday, Dec. 22. They are MRS. U.S.A. and PROLOGUE TO THE FUTURE, both produced by Lee Painton and narrated by Peter Roberts. Each appears Monday through Friday.

"Prologue to the Future" (NBC-TV except WNBT, 10:30-11:00 a.m., EST) is a show partly using film and featuring guest interviews and discussions on topics of both an educational and entertaining nature.

Whereas "Prologue to the Future" is generally confined to problems which are international in scope, "Mrs. U.S.A." (NBC-TV except WNBT, 11:30-12:00 noon, EST) is slanted primarily toward the American housewife. Among subjects already treated are child care, American education, travel, child psychology and community projects.

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THE HISTORY OF THE UNITED STATES
FROM 1776 TO 1876

The history of the United States is a story of growth and development. It begins with the first settlers in 1607, who came to the New World in search of a better life. They found a land of opportunity, but also a land of hardship. The early years were marked by struggle and conflict, as the settlers fought to establish a new society. Over time, the United States grew from a small colony to a great nation. It became a land of freedom and opportunity, where people could live and prosper. The history of the United States is a story of the American dream, of the pursuit of happiness and the promise of a better future.

The history of the United States is a story of the American dream, of the pursuit of happiness and the promise of a better future. It is a story of the struggles and triumphs of a young nation, of the challenges it has faced and the achievements it has accomplished. The history of the United States is a story of the American spirit, of the courage and determination of its people. It is a story of the American way of life, of the values and principles that have shaped the nation. The history of the United States is a story of the American dream, of the pursuit of happiness and the promise of a better future.

December 16, 1952

10-YEAR-OLD BILL McIVER MAKES BID
FOR FAME IN CHOICE 'AM AHL' ROLE

Ten-year old Bill McIver will make a bid for musical fame on Christmas Day when he enacts the role of Amahl in Gian Carlo Menotti's opera "Amahl and the Night Visitors," Dec. 25 (NBC-TV, 6:00 p.m., EST).

Like Chet Allen, last year's Amahl, Bill is a member of the Columbus Boychoir of Princeton, N.J., under the direction of Herbert Huffman. Bill is one of a score of boys in the noted choral group who know the part of Amahl by heart. Many of them learned it just listening when Chet was studying the role last year, and others studied it in a special "Amahl and the Night Visitors" class which Huffman conducted this Summer.

Bill McIver is the son of musical parents. His father, Walter McIver, is a music teacher in Lycoming College and directs a local church choir. His mother is a church organist and choir director. Bill joined the Columbus Boychoir last Winter after Christmas. The family lives in Williamsport, Pa.

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100-YEAR-OLD BILL MEYER TAKES BIRTH

FOR FIRST IN THREE YEARS

Ten-year old Bill Meyer will mark his first

birthday year on Christmas day when he reaches the

10th of March in 1942. His father, John Meyer, lives at

and the family lives in the city of

5100 N.W. 10th St.

John Meyer, 10th year's anniversary, will be a

member of the Columbia Heights of Washington, D.C.

under the 10th year of his life. Bill is the

of a whole lot of boys in the neighborhood group and

has been a member of the group since he was 10 years

old. His father, John Meyer, was studying the city

and the family lives in the city of

the city of

Bill Meyer.

Bill Meyer is now in the city of

and the family lives in the city of

and the family lives in the city of

and the family lives in the city of

and the family lives in the city of

and the family lives in the city of

HYDRO-SKY LIFT, DEVICE PERMITTING CAMERA ELEVATION
TO 40 FEET, UTILIZED FOR YULE TV 'HIT PARADE'

YOUR HIT PARADE will utilize for the first time on television, on its famous Christmas show, the Hydro-Sky Lift, a device permitting a TV camera and its operator to swoop and swing 40 feet in the air, on the telecast of Saturday, Dec. 20 (NBC-TV, 10:30 p.m., EST).

Televiewers will be given a breathtaking view of the famous Yuletide display of Rockefeller Center, including the promenade, skating rink and giant Christmas tree, which will serve as the natural outdoor settings for a large part of the show, highlighting Dorothy Collins, Snooky Lanson, June Valli, Russell Arms, Raymond Scott and his orchestra and the Hit Parade Singers and Dancers.

The Hydro-Sky Lift, distributed by the Maxwell Equipment Company of Milford, Conn., surpasses present TV camera maneuverability of about 15 feet and reaches a full working height of 40 feet when mounted on any standard $1\frac{1}{2}$ -ton commercial truck chassis. It is jointed in the center, permitting it to shoot straight up for 40 feet, to form any angle with the jointed arms or to extend straight out horizontally. It revolves in a full circle of 360 degrees and carries a working load of 500 pounds in the crow's nest at the tip.

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NBC-New York, 12/16/52

11 NBC PROGRAMS AND STARS RECEIVE GOLD MEDAL AWARDS
IN POPULARITY POLL OF TV GUIDE MAGAZINE IN N.Y.

Eleven NBC television programs and personalities have been honored with Gold Medal Awards in a popularity poll conducted by TV Guide magazine in New York.

TV Guide announced that the more than 1,750,000 readers of the magazine were invited to vote for their television favorites in each of 24 categories. The ballots were tallied by the Statistical Tabulating Company.

This is the fifth of TV Guide's annual Gold Medal Awards in television.

Top honors went to the following NBC-TV programs and personalities: "Best Sportscaster" -- Bill Stern; "Best Dramatic Show" -- ROBERT MONTGOMERY PRESENTS; "Best Mystery Crime Show" -- DRAGNET; "Best Western Show" -- ROY ROGERS; "Best Children's Show" -- HOWDY DOODY; "Best Popular Musical Show" -- YOUR HIT PARADE; "Best Classical Musical Show" -- VOICE OF FIRESTONE; "Best News Show" -- CAMEL NEWS CARAVAN with John Cameron Swayze; "Best Educational Show" -- ZOO PARADE; "Best Homemaking Show" -- Josephine McCarthy (seen over WNBC, New York only); and "Best Single Program of the Year" -- the MARTIN AND LEWIS TELETHON.

NBC-TV also shared in a joint award for TV's outstanding coverage of the political conventions and the election.

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NBC-New York, 12/16/52

THE FOLLOWING IS A SUMMARY OF THE RESULTS OF THE
ANALYSIS OF THE DATA OBTAINED FROM THE

TESTS CONDUCTED ON THE SUBJECTS DURING THE
PERIOD OF THE STUDY. THE RESULTS ARE PRESENTED
IN THE FOLLOWING TABLES.

THE FIRST TABLE PRESENTS THE RESULTS OF THE
TESTS CONDUCTED ON THE SUBJECTS DURING THE
PERIOD OF THE STUDY. THE RESULTS ARE PRESENTED
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THE SECOND TABLE PRESENTS THE RESULTS OF THE
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THE THIRD TABLE PRESENTS THE RESULTS OF THE
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THE FOURTH TABLE PRESENTS THE RESULTS OF THE
TESTS CONDUCTED ON THE SUBJECTS DURING THE
PERIOD OF THE STUDY. THE RESULTS ARE PRESENTED
IN THE FOLLOWING TABLES.

trade *news*

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

December 17, 1952

NBC AND TV AFFILIATES WORK OUT REVISED PLAN
TO COMPENSATE STATIONS FOR CARRYING
NETWORK COMMERCIAL PROGRAMS

CHICAGO -- Establishing a new milestone in the history of the industry, the National Broadcasting Company and the stations affiliated with its television network have worked out together a revised plan for compensating the individual stations for carrying network commercial programs.

The plan was presented to a meeting of executives representing 41 of the NBC television network stations at a session here Dec. 16, and was favorably received. The stations adopted a resolution urging that the affiliates recommend to each other favorable acceptance of the plan in their individual contract negotiations with the network.

"This is the greatest thing of its kind which I have seen in my many years in the broadcasting business," said Walter J. Damm of WTMJ and WTMJ-TV, vice-president of the Milwaukee Journal Company and general manager of radio and television, who presided at the meeting of the affiliates. "Our group and the NBC group achieved a complete understanding of each other's problems in the growing television industry

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and, operating on this principle, we were able to work out a plan which will benefit us both. We congratulate NBC on making available to our committee so fully and frankly the information about its operations which enabled us to work out the plan."

"No group in the industry has ever to my knowledge accomplished so outstanding a job in the area of understanding relations between a network and its stations," said Joseph H. McConnell, President of NBC, who represented the network at the meeting. "The station committee gave fully of itself in sitting down with our people and working out the very difficult and very complicated problems which were involved. All worked together harmoniously and in a business-like way and with full regard to each other's stake in advancing the television industry to greater heights. I want to congratulate our own NBC people and the stations' committee on the fine job which was done."

The stations committee for the plan was headed by Ray W. Welpott of Station WRGB, Schenectady, N.Y., and the NBC group was headed by Joseph V. Heffernan, NBC's financial vice president.

The stations' group adopted resolutions praising NBC for the excellence of the "Victory at Sea" television series and the high standard of its public service programs. In the latter connection, the recent series of programs presented in cooperation with the American Medical Association was praised. Another resolution commended NBC for its outstanding and full sports coverage.

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NEWS from NBC

RCA BUILDING - RADIO CITY, NEW YORK

December 17, 1952

'ONE, YULETIDE SQUARE,' GAY FANTASY CREATED BY LEONIDOFF,
WITH ARTHUR GODFREY AS EMCEE, TO BE PRESENTED
AS FULL-HOUR TELECAST CHRISTMAS DAY

FOR RELEASE SATURDAY, DEC. 20

A full-hour Christmas fantasy conceived and produced by Leon Leonidoff, executive producer of Radio City Music Hall, New York, will be presented by NBC television on Christmas Day (Thursday, Dec. 25, 4:00-5:00 p.m., EST), with Arthur Godfrey starring as master of the revels.

The telecast, titled "One, Yuletide Square," will be sponsored by General Motors.

Featured participants will include Thomas Mitchell, the noted stage and screen actor, and ballet stars Robert Helpmann, Tanaquil LeClerq and Jacques d'Amboise. George Balanchine, director of the internationally-renowned New York City Ballet, will be the choreographer. Frank Burns will direct the telecast.

Described as "a legend for Christmas, a tale of good feeling," the program will have a village called Anywhere as its setting. The time: a star-bright Winter night before Christmas Day. The story concerns a boy and a girl in love and the complications that develop

(more)

AMERICA'S NO. 1 NETWORK - THE NATIONAL BROADCASTING COMPANY

2 - 'One, Yuletide Square'

when the girl becomes jealous of the boy's admiration for a beautiful life-size doll in a toy shop.

Miss LeClerq and d'Amboise are both leading dancers with the New York City Ballet. Helpmann won note as a star dancer with Sadlers Wells Ballet in England, went on to success as an actor as well, and is currently playing opposite Katherine Hepburn on Broadway in G.B. Shaw's "The Millionairess."

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NBC-New York, 12/17/52

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NEWS from NBC

RCA BUILDING - RADIO CITY, NEW YORK

December 17, 1952

GIS STATIONED IN FOREIGN LANDS TO TALK WITH KIN IN U.S.
DURING ONE-HOUR TELECAST ON CHRISTMAS DAY

'Mutual of Omaha Calling' to Feature Bob Considine

U.S. servicemen in Korea, Japan, Alaska, Newfoundland, England and Germany will be able to talk with their families at home on Christmas Day by reason of a special NBC television program, MUTUAL OF OMAHA CALLING, featuring Bob Considine. The program will be telecast Thursday, Dec. 25, from 3:00 to 4:00 p.m., EST.

Mutual of Omaha will sponsor the full-hour telecast. Bozell & Jacobs, Inc. is the agency.

Families will be brought for the holiday occasion from various points throughout the country to NBC studios in New York, Chicago, Hollywood and Omaha for telephone conversations with the overseas GIs. Considine will preside in the NBC studios in New York, with Clifton Utley in Chicago, James Wallington in Hollywood and Ray Clarke in Omaha.

Ad Schneider, NBC-TV special events producer, will be the producer of this program. The three directors will be Jack Mills, Jack Dillon and Martin Hoade.

AMERICA'S NO. 1 NETWORK - THE NATIONAL BROADCASTING COMPANY

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JOHNSON & JOHNSON TO BECOME PARTICIPATING
SPONSOR OF 'ALL STAR REVUE'

Johnson & Johnson will become a participating advertiser of NBC-TV's ALL STAR REVUE beginning Saturday, Jan. 10, 1953. The firm will sponsor the comedy show every third Saturday effective on that date.

Johnson & Johnson's BAND-AID Plastic Strips will be the products advertised. The contract, covering the second half of the season, was placed by the client's agency, Young & Rubicam, Inc.

NBC-TV's "All Star Revue," now in its third season on the air, headlines four of the greatest names in show business -- Jimmy Durante, Tallulah Bankhead, George Jessel and Martha Raye. The stars appear on the series on an average of once every four or five weeks, headlining their own full-hour comedy program. Occasionally, other top personalities will be starred on the series, including the Ritz Brothers and Dennis Day, who have appeared once this season.

Sam Fuller is the executive producer of the "All Star Revue." Joe Bigelow is the production supervisor.

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NBC-New York, 12/17/52

CAST AND CREDITS FOR 'AM AHL AND THE NIGHT VISITORS'

Following are the cast and credits for the Christmas Day presentation of "Amahl and the Night Visitors" by Gian Carlo Menotti (Dec. 25, NBC-TV, 6:00 p.m., EST). Except for Bill McIver, 10-year-old boy soprano as Amahl, the cast will be the same as last year.

CAST

| | |
|------------------------|--|
| Amahl..... | Bill McIver, boy soprano |
| Mother..... | Rosemary Kuhlmann, mezzo-soprano |
| King Melchior..... | William Aiken, baritone |
| King Balthaser..... | Leon Lishner, bass |
| King Kaspar..... | Andrew McKinley, tenor |
| Kings' servant..... | Francis Monachino, baritone |
| Dancing Shepherds..... | Mary Hinkson, Glen Tetley and John Butler |
| Conductor..... | Thomas Schippers |

CREDITS

| | |
|---------------------------------|--------------------|
| Composer and Librettist..... | Gian Carlo Menotti |
| Producer..... | Samuel Chotzinoff |
| Designed by..... | Eugene Berman |
| Staged by..... | Gian Carlo Menotti |
| Television Director... | Kirk Browning |
| Choreographer..... | John Butler |
| Audio Director..... | George Voutsas |
| Lighting by..... | Jack Fitzpatrick |
| Associate Producer.... | Charles Polacheck |
| Assistant Director.... | John Block |
| Assistant to designer.. | William Molyneaux |
| Assistant Conductor... | Rudolph Fellner |
| Technical Director.... | Robert Hanna |
| Audio Engineer..... | John Evans |
| Video by..... | Frank Merklein |

This will be the third presentation of the opera commissioned by the National Broadcasting Company and sponsored each time by Hallmark Cards.

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NBC-New York, 12/17/52

trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

December 18, 1952

PRIZE-WINNING 'DRAGNET' TO BECOME WEEKLY
TELECAST AS POLICE-ACTION DRAMA SERIES
CELEBRATES ITS FIRST TV ANNIVERSARY

DRAGNET, outstanding police documentary series which stars Jack Webb, heretofore seen on alternate Thursdays on NBC-TV (9:00 p.m., EST), fittingly celebrates its first anniversary on the air by becoming a weekly telecast, starting Thursday, Jan. 1.

"Gangbusters," now in the alternate Thursday time spot, will give its last telecast on Dec. 25. "Dragnet" will continue to be sponsored in its weekly appearance on TV by the Liggett & Myers Tobacco Co., in behalf of Chesterfield Cigarettes. The radio version of "Dragnet," also starring Jack Webb for the same sponsor, will continue to be heard weekly on NBC each Sunday at 9:30 p.m., EST.

"Dragnet" had its television premiere on Jan. 3, 1952 and both the program and its creator, Jack Webb, won quick praise from critics and public. Not only was the show commended for its sheer entertainment value, but also for its realistic approach in illuminating the work of police officers in combatting crime. It was described as proving that "crime shows made with professional care can be literate, authentic and engrossing." All "Dragnet" dramatizations are based on actual cases from files of the Los Angeles Police Department.

(more)

Sensationalism is eschewed in presenting this series, many episodes of which have been hailed as top "public service" programs. A recent "Dragnet" drama forcefully treated the theme of traffic accident deaths and in graphic terms warned about carelessness on streets and highways. The serious problem of teen-age narcotics addiction was the subject of another "Dragnet" story. A warning to parents about the danger inherent in the careless choice of Christmas gifts for their children was the provocative premise of a pre-holiday dramatization.

In the single year of its TV existence, "Dragnet" has won an impressive number of awards and citations, as well as commendations from police officers and crime prevention organizations. Last Spring, the popular show was awarded a "Michael," a TV equivalent of Hollywood's "Oscar," by the Academy of Radio and TV Arts and Sciences. It won the Edgar Allan Poe Award as the best mystery program of the year by the Mystery Writers of America, Inc. It also was named the best TV mystery show in a poll of editors, conducted by the American Weekly. TV Guide in Washington, D.C. named it "TV's Top Crime Show." Most recently, the readers of TV Guide in New York, New Jersey and Connecticut voted it the best mystery crime show of 1952, with Webb receiving the Silver Certificate of Merit.

To help celebrate its first anniversary on New Year's Day, 1953, Jack Webb in his role of Police Sgt. Joe Friday, will pay a dramatic tribute to police officers all over the country. After a series of lightning burglaries, in which the gang manages to escape one police trap after another, suspicion arises that the perpetrators are receiving

(more)

inside information. In the dramatic climax, Friday points out that all policemen stand trial when one bad cop risks the reputation of the entire force by cooperating with criminals.

Ben Alexander is now permanently cast in the role of Frank Smith, Joe Friday's associate. "Dragnet" is produced on film in Hollywood by Mark VII Productions. Stanley Meyer is executive producer. Jack Webb directs. Music is by Walter Schumann.

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NBC-New York, 12/18/52

December 18, 1952

'CLUB EMBASSY' TO STAR SONGSTRESS MINDY CARSON

IN NEW MUSICAL REVUE SERIES

Songstress Mindy Carson will be starred in a new series on the CLUB EMBASSY program Tuesdays at 10:30 p.m., EST, on NBC-TV. Beginning on Dec. 30, Miss Carson will headline an intimate musical revue.

The songstress will be supported in her 15-minute series by violinist Florian Zabach and dancer Danny Hocter, of the well-known young dance team, Hocter and Byrd. A male quartet and a full orchestra conducted by Earl Sheldon will provide the musical background.

Miss Carson is a prominent radio and recording artist. Her new TV series will be trimmed decoratively with full musical production numbers in which all members of the cast will participate. The choreography will be created by Hocter.

The new "Club Embassy" show will be produced and directed by Fred Heider. Grey Lockwood will direct the cameras. The program is sponsored by P. Lorillard Company for Embassy cigarettes.

Bob and Ray will conclude their series on "Club Embassy" on Tuesday, Dec. 23.

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NEWS from NBC

RCA BUILDING — RADIO CITY, NEW YORK

December 18, 1952

BRIGHT HOLIDAY AHEAD FOR TELEVIEWERS

- - -

NBC-TV to Present Church Services, Drama, Music

And Variety Programs on Dec. 24 and 25;

GIs Overseas to Talk to Kin in U.S.

It looks like a big, bright holiday ahead for the nation's televiewers, with NBC's program schedule for Christmas Eve and Christmas Day pointing to the largest-scale Yule observance on TV to date.

The two notable religious observances will be the telecast of Midnight Mass from St. Patrick's Cathedral, New York, on Christmas Eve, and the Choral Communion Service from Washington Cathedral in the national capital on Christmas Day.

U.S. servicemen overseas will be remembered: three NBC-TV programs will enable GIs abroad to speak with their families at home. Servicemen in Korea, Japan, Alaska, Newfoundland, England and Germany will speak with their families on Christmas Day in "Mutual of Omaha Calling," featuring Bob Considine. Wounded Marines in the U.S. Naval Hospital in Yokasuka, Japan, will talk by phone with their families during the "Kate Smith Hour" on Dec. 24; on Christmas morning Dave Garroway on "Today" will serve as liaison between six GIs in Berlin and their kin in this country.

(more)

2 - TV Christmas Programs

Among the gala entertainment features to be presented will be a special hour-long Christmas Day telecast, "One, Yuletide Square," sponsored by General Motors, a Christmas fantasy conceived and produced by Leonidoff, executive producer of New York City's Radio City Music Hall, and starring Arthur Godfrey. In the cast will be actor Thomas Mitchell and ballet stars Robert Helpmann, Tanaquil leClera and Jacques d'Amboise, under direction of George Balanchine.

A special Christmas Eve Show surveying Christmases past, present and future will feature singing stars Ezio Pinza and Jane Pickens, actor Dennis King and his Bil Baird Marionettes.

A repeat production by the NBC Television Opera Theatre of Gian Carlo Menotti's opera, "Amahl and the Night Visitors," which won a tremendous success at its premiere on NBC-TV last year, will be presented on Christmas Day.

Following are some highlights among the NBC-TV programs to be presented on Christmas Eve and Christmas Day (All times EST):

WEDNESDAY, DEC. 24

- 4:00-5:00 p.m. -- KATE SMITH HOUR -- The families of four wounded servicemen in the U.S. Naval Hospital in Yokasuka, Japan, will be given an opportunity to speak to their sons in a Christmas phone call. The families of the servicemen, all Marines, will be brought to New York on an all-expense-paid visit by the producers of the program.
- 8:30-9:00 p.m. -- CAVALCADE OF AMERICA presents "In This Crisis," a Christmas story of Revolutionary hero John Honeyman, a humble butcher whose love of liberty made no personal sacrifice too great.
- 9:00-10:00 p.m. -- KRAFT TELEVISION THEATRE presents a dramatization of Charles Dickens' classic story, "A Christmas Carol," with Malcolm Keen playing flint-hearted Scrooge.

(more)

3 - TV Christmas Programs

WEDNESDAY, DEC. 24 (CONT'D)

11:15-12:00 mid. -- CHRISTMAS EVE SHOW -- Christmases past, present and future will be surveyed in this gala holiday program featuring singing stars Ezio Pinza and Jane Pickens, actor Dennis King and the Bil Baird Marionettes, with Meredith Willson conducting orchestra and chorus. Pinza will sing "Panis Angelicus" and "Adeste Fidelis"; Miss Pickens will sing "O, Holy Night" and an aria from "The Messiah"; the two will join voices in "You'll Never Walk Alone." King will read seasonally appropriate selections by writers ranging in time from Shakespeare to the present, and will be narrator for the Baird Marionettes' version of the "Christmas Carol."

12:00 Midnight-2:00 a.m. -- MIDNIGHT MASS AT ST. PATRICK'S CATHEDRAL -- The Most Rev. Joseph F. Flannelly, administrator of the Cathedral, will celebrate the Mass to be televised from the nationally famous Roman Catholic church on Fifth Avenue, New York City. The Rev. Thomas A. Donnellan, vice-chancellor of the Archdiocese of New York, will preach the sermon. The Rev. Harry J. Wolff of the Cathedral staff will be commentator for TV viewers. Music will be by the Men's and Boy's Choir of the Cathedral and by the Cathedral College Choir. Dr. Charles M. Courboin will be at the organ.

THURSDAY, DEC. 25

7:00-9:00 a.m. (EST and CST) -- TODAY -- Dave Garroway acts as liaison between six GIs in Berlin and their families in the U.S. By means of a special communications-and-film setup, the soldiers will receive word from home and their families will be able to see them as they talk with Garroway.

11:00-12:00 noon -- CHRISTMAS SERVICE FROM WASHINGTON CATHEDRAL, Washington, D.C. -- The Rev. Francis B. Sayre, dean of the Cathedral, will be celebrant of the Christmas Choral Communion. The Rev. Theodore O. Wedel, president of the House of Deputies of the Episcopal Church, will be the preacher. Three canons of the Cathedral also will take part: the Rev. Richard Williams, who will be epistler; the Rev. Charles R. Stennette, gospeler, and the Rev. G. Gardner Monks, commentator. Paul Calloway is organist and choirmaster.

3:00-4:00 p.m. -- MUTUAL OF OMAHA CALLING -- U.S. servicemen in Korea, Japan, Alaska, Newfoundland, England and Germany will speak with their families at home in this telecast featuring Bob Considine. Families will be brought for the holiday occasion from various points throughout the country to NBC studios in New York, Chicago, Hollywood and Omaha for telephone conversations with the overseas GIs. Considine will preside in the NBC studios in New York, with Clifton Utley in Chicago, James Wallington in Hollywood and Ray Clarke in Omaha.

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4 - TV Christmas Programs

THURSDAY, DEC. 25 (CONT'D)

- 4:00-5:00 p.m. -- ONE, YULETIDE SQUARE -- Arthur Godfrey stars as master of the revels in this full-hour Christmas fantasy conceived and produced by Leon Leonidoff, executive producer of Radio City Music Hall, New York. Featured participants include Thomas Mitchell, the noted stage and screen actor, and ballet stars Robert Helpmann, Tanaquil LeClerq and Jacques d'Amboise.
- 6:00-7:00 p.m. -- AMAHL AND THE NIGHT VISITORS -- The NBC Television Opera Theatre presents the Gian-Carlo Menotti opera featuring Bill McIver as Amahl and Rosemary Kuhlman as his mother, with Andrew McKinley, Leon Lishner and David Aiken as the Three Kings.
- 9:30-10:00 p.m. -- FORD THEATRE -- Edmund Gwenn stars in "Heart of Gold," an adaptation of Hawthorne's "The Snow Image," a story of a group of children who have faith in make-believe. With Anita Louise.

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NBC-New York, 12/18/52

Memorandum

TO : Mr. Tolson
FROM : Mr. E. A. Tamm
SUBJECT: [Illegible]
[Illegible text follows]

RE : [Illegible]
[Illegible text follows]

100-100000-100000
[Illegible text follows]

[Illegible signature]

[Illegible text]

NEWS from NBC

RCA BUILDING - RADIO CITY, NEW YORK

December 18, 1952

SPECIAL HOLIDAY PROGRAMS ON NBC RADIO
TO TELL YULETIDE STORY IN DRAMA,
MUSIC AND CHURCH SERVICES

President Truman's Christmas Eve message to the nation, and lighting of the giant Yule tree on the White House lawn in Washington, will be the prelude to a special series of holiday programs to be broadcast by NBC radio on Dec. 24 and Dec. 25.

Past, present and future Christmases will be surveyed in a large-scale musical and dramatic holiday eve show featuring singing star Ezio Pinza, Jane Pickens and Dennis King, with Meredith Willson conducting chorus and orchestra.

Midnight Mass from St. Patrick's Cathedral, the nationally famous Roman Catholic church in New York City, will follow.

Listed here are some of the highlights among NBC radio programs for Christmas Eve and Christmas Day (All times EST):

WEDNESDAY, DEC. 24

5:30-5:45 p.m. -- PRESIDENT TRUMAN'S CHRISTMAS EVE MESSAGE TO THE NATION -- After he presses the button that lights the giant Yule tree on the White House lawn in Washington, President Truman will deliver his Christmas message. The ceremonies will include music by the U.S. Marine Band.

(more)

2 - Radio Christmas Programs

WEDNESDAY, DEC. 24 (CONT'D)

- 9:30-10:00 p.m. -- THE BIG STORY -- William Key of the Washington (D.C.) Times-Herald sets out to cover a typical Christmas human interest story but finds near-tragedy, in the authentic assignment to be dramatized, with actor Lawson Zerbe portraying the reporter. Key's intervention and help restore a woman's faith in living in this award-winning story.
- 11:30-12:00 Midnight -- CHRISTMAS EVE SHOW -- Christmases past, present and future will be surveyed in a program featuring singing stars Ezio Pinza and Jane Pickens, actor Dennis King and the Bil Baird Marionettes, with Meredith Willson conducting orchestra and chorus. Pinza will sing "Panis Angelicus" and "Adeste Fidelis"; Miss Pickens will sing "O, Holy Night" and an aria from "The Messiah"; the two will join voices in "You'll Never Walk Alone." King will read seasonally appropriate selections by writers ranging in time from Shakespeare to the present, and will be narrator for the Baird Marionettes' version of The "Christmas Carol."
(NBC-TV and radio simulcast)
- 12:00 Midnight-1:40 a.m. -- MIDNIGHT MASS FROM ST. PATRICK'S CATHEDRAL, New York City -- The Most Rev. Joseph F. Flannelly, administrator of the Cathedral, will celebrate the Mass from the nationally famous Roman Catholic church on Fifth Avenue, New York. The Rev. Thomas A. Donnellan, vice-chancellor of the Archdiocese of New York, will preach the sermon. The Rev. Dr. Charles J. McManus of the Cathedral staff will be commentator for the radio audience. Music will be by the Men's and Boy's Choir of the Cathedral and by the Cathedral College Choir. Dr. Charles M. Courboin will be at the organ.
(NBC-TV and radio simulcast).

THURSDAY, DEC. 25

- 8:00-8:30 p.m. -- ROY ROGERS SHOW -- Roy Rogers and Dale Evans celebrate Christmas Day in Paradise Valley.
- 9:30-10:00 p.m. -- EDDIE CANTOR SHOW -- Famous Christmas songs by headliners are featured via recordings by the noted comedian.

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trade news



CHRISTINE CASSELY
ROOM 400

2 COPIES

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

December 18, 1952

GENERAL MOTORS TO SPONSOR NBC RADIO AND TV COVERAGE
OF CORONATION OF QUEEN ELIZABETH II

NBC's radio and television coverage of the coronation of Queen Elizabeth II in London, June 2, 1953, will be sponsored by General Motors, it was announced today jointly by GM and NBC.

Plans for bringing the coronation to the NBC radio and television audiences have been under way for more than a year. Romney Wheeler, chief of NBC's London bureau, has just returned to London after three weeks in New York, where he discussed arrangements with NBC officials.

The radio broadcast will be a combination of tape-recordings of the pomp and circumstance surrounding the coronation, plus a live broadcast direct from Westminster Abbey. Plans for NBC's TV coverage will be announced at a later date.

-----O-----

NBC CAUTIONS THEATRES AGAINST EXHIBITING
TELECAST OF ROSE BOWL FOOTBALL GAME

Owners and operators of motion picture theatres throughout the United States have been warned by the National Broadcasting Company against exhibiting NBC's telecast of the Rose Bowl football game in their theatres on New Year's Day.

The following letter from L.S. Frost, director of public relations for NBC in Hollywood, has been sent to the major exhibitors' trade associations:

"Gentlemen: We wish to inform you that the telecast of the Pasadena Rose Bowl game to be played on Jan. 1, 1953, is not available for exhibition in theatres.

"Any unauthorized exhibition of the telecast would be in violation of theatre television rights owned and reserved by the Pacific Coast Intercollegiate Athletic Conference and the Pasadena Tournament of Roses Association and also of similar rights and certain other proprietary rights of the National Broadcasting Company.

"We request you to convey this information to the members of your organization in order that no inadvertent infringements will occur."

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NBC-New York, 12/19/52

'LUNCHEON WITH BUSTER CRABBE' FEATURES
INTERVIEWS WITH PARENTS AND CHILDREN

Buster Crabbe, All-American athlete and star of motion pictures and television, is now heard over NBC radio each Saturday in a new show called LUNCHEON WITH BUSTER CRABBE (NBC radio, 12:05 p.m.-12:30 p.m., EST).

The program originates directly from weekly luncheon gatherings of the younger set and Buster at the Hotel Shelton in New York City. Crabbe interviews fathers and sons, mothers and daughters. Each program features a guest personality well-known to youngsters.

The purpose of the show is to contribute towards the development of better junior citizens. Each week an outstanding youngster is awarded a plaque. Prizes also are awarded for the best questions and answers.

"Luncheon with Buster Crabbe" is written by Art Small and directed by Jim Harvey.

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PLANNING WITH LIMITED RESOURCES

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NEWS

NBC RADIO
AMERICA'S NO. 1 NETWORK
RCA BUILDING
RADIO CITY, NEW YORK
PRESS DEPARTMENT

December 19, 1952

NEW YEAR'S EVE FESTIVITIES IN N.Y., CHICAGO
AND SAN FRANCISCO, ON NBC RADIO

NBC radio will whisk listeners across the nation on New Year's Eve when ALKA SELTZER PRESENTS NEW YEAR'S EVE IN NEW YORK, CHICAGO AND SAN FRANCISCO.

The tri-part program will be aired Wednesday, Dec. 31, from 11:45 p.m., to 12:05 p.m., EST from 12:45 until 1:05 a.m., EST; and (network except WNBC) from 2:35 a.m. until 3:05 a.m., EST. The first segment will originate in New York, with Ben Grauer; the second from Chicago with Jim Hurlbut, and the third from San Francisco with Ira Blue.

The roundup of New Year's Eve festivities, an annual broadcast on NBC, will take listeners to join the crowds at Times Square, in the ballrooms of many of the big hotels, the night clubs and the traditional public gathering spots where joyous throngs ring out the old year and ring in the new.

Geoffrey Wade Advertising is the agency for Miles Laboratories, makers of Alka Seltzer.

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NBC-TV NEWS

CREDITS FOR 'MUTUAL OF OMAHA CALLING'

PROGRAM: MUTUAL OF OMAHA CALLING,
featuring Bob Considine.

NETWORK: NBC Television

TIME: Christmas Day, Thursday,
Dec. 25, 3:00-4:00 p.m.,
EST

SPONSOR: Mutual of Omaha

AGENCY: Bozell & Jacobs, Inc.

FORMAT: U.S. servicemen in Korea,
Japan, Alaska, Newfound-
land, England and Germany
will talk by phone with
their families in the
U.S.A. Families will be
present in NBC studios in
New York, Chicago, Holly-
wood and Omaha. The ser-
vicemen will be seen on
film.

EMCEES: Bob Considine in New York;
Clifton Utley in Chicago;
James Wallington in Holly-
wood, Ray Clarke in Omaha.

PRODUCER: Ad Schneider

DIRECTION: Jack Mills, Jack Dillon,
Martin Hoade.

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NBC-New York, 12/19/52

CAST AND CREDITS FOR 'ONE, YULETIDE SQUARE'

PROGRAM: ONE, YULETIDE SQUARE

NETWORK: NBC Television

TIME: Christmas Day, Thursday,
Dec. 25, 4:00-5:00 p.m.,
EST

SPONSOR: General Motors

AGENCY: Kudner Agency

FORMAT: Musical-dramatic-ballet
spectacle. (Described as
"a legend for Christmas,
a tale of good feeling,"
the program will have a
village called Anywhere
as its setting. The time:
a star-bright winter night
before Christmas Day).

PRODUCER: Leonidoff

DIRECTOR: Frank Burns

CHOREOGRAPHER: George Balanchine

MUSIC DIRECTOR: Victor Young

CAST: Narrator.....Arthur Godfrey
The Mayor.....Thomas Mitchell
Papa Claus...Robert Helpmann
The Girl.....Tanaquil LeClerq
The Boy.....Jacques d'Amboise

Note; Interpolated acts will
by Sharkey the Seal, dancer
Peg Leg Bates, baton-twirl-
ers Ted and Flo Vallett,
The Dassies (acrobats),
Manuel and Marita
(monkey act).

POINT OF ORIGIN: New York (Center Theatre)

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CAST AND CREDITS FOR 'CHRISTMAS EVE SHOW'

PROGRAM: CHRISTMAS EVE SHOW

NETWORK: NBC-TV and NBC radio

TIME: Wednesday, Dec. 24 -- (1)
NBC-TV: 11:15 p.m.-
12:00 midnight, EST; and
(2) NBC radio, 11:30 p.m.-
12:00 midnight, EST.

CAST: Ezio Pinza, Jane Pickens,
Dennis King, the Bil Baird
Marionettes, with Meredith
Willson conducting orches-
tra and chorus.

PRODUCER-DIRECTOR: Dee Engelbach

TV DIRECTOR: Don Hillman

FORMAT: Christmases past, present
and future will be sur-
veyed in a gala variety
program.

MUSIC: Pinza will sing "Panis
Angelicus" and "Adeste
Fidelis." Miss Pickens
will sing "O, Holy Night"
and an aria from "The
Messiah." The two will
join voices in "You'll
Never Walk Alone."

POINT OF ORIGIN: New York (Center Theater).

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trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

December 22, 1952

BOB HOPE TO START NEW WEDNESDAY NIGHT
COMEDY-VARIETY RADIO SHOW JAN. 7

Margaret Whiting to Be Vocalist for Series
With Celebrities as Guests Each Week

PREMIERE

Bob (Day and Night) Hope will start his 16th year of night-time radio when he begins a new weekly half-hour comedy-variety program on NBC Wednesday, Jan. 7 (10:00 p.m., EST).

The new series, like Hope's daytime radio show (NBC, Mondays through Fridays, 11:45 a.m., EST), will be sponsored by General Foods Corp. for Jell-O puddings and pie fillings. Young & Rubicam, Inc., is the agency.

Margaret Whiting will be regular vocalist on Hope's night-time program, which will feature celebrity guest visitors each week. Les Brown and his "band of renown" will provide musical interludes, and Bill Goodwin will be announcer. The series will be produced and

(More)

directed by Jack Hope, with scripts by Larry Marks and Norman Sullivan.

Hope, who started in show business as half of a dance act, broke into radio as a guest on Rudy Vallee's program in 1932. Numerous guest appearances followed until September, 1938, when he started his own NBC program, which received top-rating for many years.

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NBC-New York 12/22/52

Directed by Jack Hope, with scripts by Larry Marks and Norman

Salvatore.

Hope, who started in show business as half of a dance act, broke into radio as a guest on Rudy Vallee's program in 1935. His one guest appearances followed until September, 1935, when he started his own NBC program, which received top-billing for many years.

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Bob Hope from 1935-1936

trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

December 22, 1952

NBC RADIO AND TELEVISION NETWORKS TO COVER
TEXAS-TENNESSEE CLASH NEW YEAR'S DAY
IN COTTON BOWL FOOTBALL GAME

NBC will cover the COTTON BOWL FOOTBALL GAME between Texas and Tennessee at Dallas, on New Year's Day, 1953, over both radio and television networks.

Philco Corporation will be the sponsor on most NBC stations. Humble Oil will sponsor NBC's radio broadcast and telecast on network stations in Texas.

The telecast and radio broadcast will begin at 1:45 p.m., EST and continue until the conclusion of the game. Kickoff time is 2:00 p.m. Bill Stern, NBC's sports editor, will give play-by-play comment for televiewers. Joe Hasel will be the crowd-and-color sportscaster on NBC-TV.

On NBC radio, Lindsey Nelson of the network's sports staff will provide the play-by-play story, while Bob Murphy will describe the colorful side of the proceedings.

Tom S. Gallery, NBC director of sports, arranged coverage of this New Year's Day classic, one of the biggest bowl games in the country.

(more)

The University of Texas Longhorns are Southwest Conference champions, while the University of Tennessee Volunteers are one of the fine teams in the Southeast.

Hutchins Advertising Company is the agency for Philco. Wilkinson, Schewitz and Tips is the agency for Humble Oil.

(Editors: Please note that on certain NBC television and radio stations local sponsors will replace Philco. For NBC's 26-station cooperative radio broadcast of the game, Jerry Doggett, noted Texan sportscaster, will describe the play assisted by Jack Sherman.

The Humble Oil-sponsored telecast in Texas will feature Kern Tips as play-by-play sportscaster, Charles Jordan as color announcer. The Humble Oil radio broadcast of the game will have Ves Box reporting the play and Alex Chesser describing the crowd, color and other sidelights).

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NBC-New York, 12/22/52

10 BIGGEST BROADCAST NEWS STORIES OF 1952
ARE SELECTED BY WILLIAM R. McANDREW

William R. McAndrew, manager of NBC news and special events, announced his selection of the 10 biggest broadcast news stories of the year. "NBC's combined TV-radio news operation makes this choice valid for both broadcasting media," McAndrew said.

1. General Eisenhower's Presidential victory and the campaign that led to it.
 2. The truce stalemate in Korea and the continuing hostilities.
 3. The death of King George VI of Britain and the accession of Queen Elizabeth II to the throne.
 4. The steel strike and government seizure.
 5. The airplane crash at Moses Lake, Washington, which cost 86 lives, worst disaster in air history.
 6. The saga of Capt. Carlsen and the freighter Flying Enterprise.
 7. Prison riots in several states (New Jersey, Michigan and Illinois).
 8. New labor leadership arises after the deaths of William Green and Philip Murray.
 9. President-elect Eisenhower's Korean inspection trip.
 10. First live TV pictures of an atom bomb explosion, together with first reports of the explosion of the new hydrogen bomb at Bikini.
- o-----

NBC RADIO AND TV SCORE AGAIN WITH SWIFT
COVERAGE OF TRAGIC GLOBEMASTER CRASH

NBC's combined radio-TV news department scored again over the weekend with first broadcasts, still pictures and moving pictures of the Air Force Globemaster crash in central Washington on Saturday, Dec. 20.

Bulletin announcements of the world's most disastrous airplane crash in which 86 persons lost their lives were aired on NBC radio at 12:35 p.m. Saturday, on NBC television locally at 1:12 p.m. and on the TV network at 2:30 p.m. all times E.S.T.

At 6:00 p.m., NBC radio broadcast an eyewitness account of the crash by Allen Miller of KSEM (Moses Lake, Washington). Saturday night at 11:00 p.m. on both television and radio there were later reports and still pictures of the disaster.

NBC continued to cover the story with reporters who interviewed survivors and cameramen who flew from Seattle and Spokane to provide the first motion-picture of the accident. West Coast NBC viewers saw early films of the crash at 6:00 p.m., EST while the rest of the country saw NBC-TV's full film report at 11:00 p.m. Sunday, Dec. 21. Joe Raski, NBC cameraman in Seattle, took the films.

Roy Neal, NBC-TV news supervisor in Hollywood, directed film coverage of the crash. Davidson Taylor, network director of Public Affairs; William R. McAndrew, manager of News and Special Events, and Joseph O. Meyers, manager of NBC's central news desk, coordinated network programming of crash reports in New York. NBC-TV also fed its first films to other networks.

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'THE IVORY TOUCH,' PIANO STYLIST SERIES,
STARTS JAN. 7 ON NBC RADIO NETWORK

THE IVORY TOUCH, featuring well-known modern piano stylists and their groups, will be one of the first new presentations of NBC radio in the new year. The new program will be heard Wednesday night, Jan. 7 (12:05-12:15 a.m., EST) and Saturday night, Jan. 10 (12:45-12:55 a.m., EST) and Wednesdays and Saturdays thereafter on NBC radio (network except WNBC).

Eddie Haywood and his Trio will be the initial Wednesday feature, and the Barbara Carroll Trio will lead off the Saturday spot. Programs on both nights will originate from "The Embers," New York night club. These programs replace "Joe Bushkin Quartet" formerly heard in the above time spots.

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CORRECTION, PLEASE!

The Christmas Eve Show to be telecast by NBC Wednesday, Dec. 24, from 11:15 to 12:00 mid., EST, will originate in the Colonial Theater, New York, and not the Center Theater, as previously announced.

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NBC-New York, 12/22/52

McCALL PUBLIC SERVICE AWARDS GO TO NBC PRODUCER
AND WOMEN AT BALTIMORE AND DENVER NET OUTLETS

Three women connected with NBC or its affiliates were cited in McCall's magazine's third annual awards for public service, the magazine announced.

The magazine's "Top Award" to the "outstanding woman in radio and television for 1952" went to Anne Holland, of WBAL-TV, Baltimore, an NBC affiliate, for her medical series, "Live and Help Live."

For the "service primarily for women" broadcaster category, Evadna Hammersley, of KOA, Denver, another affiliate, was cited for her "KOA Home Forum." And in the same classification, in the executive category, NBC-TV's Phyllis Adams was honored for her production of the recent "It's a Problem" series.

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CORRECTION, PLEASE!

The Philco TELEVISION PLAYHOUSE production of "Magic Morning" on Sunday, Dec. 28 (NBC-TV, 9:00 p.m., EST) will mark the 200th telecast by the Philco Corporation on this weekly drama series, rather than the 200th "Television Playhouse" production as stated in the Daily News Report of Dec. 19, 1952.

Philco began sponsorship of the "Television" Playhouse with its initial production on Oct. 3, 1948. On Oct. 14, 1951, the Goodyear Tire and Rubber Company joined Philco in alternate week sponsorship.

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trade *news*

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

December 23, 1952

NEW PROGRESSIVE 'TODAY' PLAN OFFERS ONLY 5-MINUTE SEGMENTS TO ADVERTISERS, EFFECTIVE FEB. 1

The announcement of a new, more progressive plan to sell NBC-TV's TODAY in 5-minute segments is contained in a letter to advertisers from George Frey, vice president and director of radio and television sales.

The new plan, which will be put into effect on Feb. 1, 1953, will permit four advertisers to occupy each 25-minute portion of the program, each sponsor receiving one minute of commercial time, Frey disclosed. Stations will continue to have 5 minutes of every half-hour for local sale, plus chainbreaks midway in each of the 25-minute periods.

The change in sales format was motivated by several factors, Frey revealed. The previous system of selling "Today" in 5, 7½, 10, and 15-minute segments did not have general advertiser appeal. The great majority of show's sponsors were in favor of the 5-minute buy, as attested by the fact that over 92 percent of all sales were made on that basis.

Also, the former system did not permit the 5-minute sponsors to advertise during certain portions of the program, which were

(more)

reserved for clients who bought 15-minute segments. Under the new plan "Today" makes every network minute available to every advertiser.

The new sales format will also provide the early morning news-and-feature program with greater editorial flexibility. The very element that gave "Today" its basic vitality, editorial range and freedom, will be strengthened, thereby increasing the program's audience appeal.

Under the new plan, the unit of time purchased by the advertiser will be one-fourth of the 30-minute rate, or 15 per cent of the class "C" rate. This will increase the cost per participation by approximately \$300.

"Today" is currently attracting close to 2,000,000 viewers every quarter-hour and more sponsors than ever are participating on the program. With Dave Garroway at the helm, the show is seen over the NBC-TV network Mondays through Fridays from 7:00 to 9:00 a.m., EST and CST.

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NBC-New York, 12/23/52

ONE-HOUR 'HOPALONG CASSIDY SHOW' SOLD TO CBC

BY NBC-TV FILM SYNDICATION DIVISION

The NBC Television Film Syndication Division has sold the one-hour "Hopalong Cassidy Show" to the Canadian Broadcasting Company for telecasting in the Toronto market, it was announced today by Robert W. Sarnoff, vice president in charge of NBC Film Division.

The Canadian sale was one of several arranged for NBC-TV film properties during the past week. Domestic sales included: one-hour "Hopalong Cassidy Show," "Dangerous Assignment," "The Lilli Palmer Show" and the "News Review of the Week" to KGNC-TV, Amarillo, Texas; "The Life of Riley" to KRON-TV, San Francisco, Calif., for the Columbia Breweries in the Portland, Ore., market through the agency of How (cq) J. Ryan and Sons; "Dangerous Assignment" to WJTV, Jackson, Miss., and to the Advertising Counselors of Seattle, Wash., for their client, The Hallicrafters TV, for the Spokane, Wash., market.

New contracts were negotiated on the "News Review of the Week" for KLAC, Los Angeles, Calif., and "The Daily News Report" for WLW-TV, Cincinnati, Ohio.

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NBC-New York, 12/23/52

'HOW I MET MY HUSBAND' IS SUBJECT OF LETTER
PRIZE OFFER BY 'I MARRIED JOAN' STAR

Joan Davis, star of NBC-TV's new comedy series, I MARRIED JOAN, has invited her female friends to write letters of any size, shape or form, developing the theme: "How I Met My Husband."

Referring to how she met her "television husband," Judge Bradley Stevens (played by Jim Backus), Joan says, "Anything can happen -- I fell into his lap in a plane." She is interested in hearing about other romantic or humorous events leading to the altar.

Prizes will be awarded for the best letter of the month, as well as for the best letter of the year. All letters should be addressed to Joan Davis, 285 Madison Avenue, New York 17, N.Y.

-----O-----

CAST AND CREDITS FOR 'THE LIFE OF RILEY' ON NBC-TV

PROGRAM: THE LIFE OF RILEY

TIME: Friday, 8:30 p.m., EST,
starting Jan. 2, 1953.

FORMAT: Family situation comedy revolving about Chester A. Riley, "a hard guy with a soft heart." With a genius for unwittingly making chaos out of order, Riley bungles through many a rib-tickling turn of events, all against the background of a typical American family in a small town, meeting its day-to-day problems as best it can.

STAR: William Bendix as Chester A. Riley.

CAST: Marjorie Reynolds as Peggy Riley, his wife; Eugene Sanders as Babs, their daughter; Wesley Morgan as Junior, their son; Tom D'Andrea as Gillis, Riley's close friend.

PRODUCER: Tom McKnight

DIRECTOR: Abby Berlin

WRITER: Henry Clork

SPONSOR: Gulf Oil Corporation

AGENCY: Young & Rubicam, Inc.

ORIGINATION: Produced on film through the facilities of the Hal Roach Studios in Hollywood, Calif.

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trade news

CHRISTINE CASSELY
ROOM 400
2 COPIES

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

December 24, 1952

13 NBC HEADLINE REPORTERS ASSIGNED TO 'INAUGURATION DAY'
COVERAGE; ACE MIKEMEN AT BEST CAPITAL VANTAGE POINTS

Thirteen topnotch reporters and commentators will give NBC radio listeners the full story of President Eisenhower's INAUGURATION DAY Tuesday, Jan. 20, from 11:30 a.m., EST, until 2:30 p.m., Joseph O. Meyers, producer of the special events broadcast, announced today.

General Motors will sponsor the broadcast of all but the actual swearing-in ceremonies. GM also is sponsoring NBC's television coverage of "Inauguration Day" which will run from 11:00 a.m., EST until 4:00 p.m.

Meyers said that veteran broadcast byliner George Hicks would coordinate the several hours of description of the first Republican inauguration in 20 years. W.W. (Bill) Chaplin, Kenneth Banghart and Ray Scherer will man back-pack portable transmitters roving the Capitol grounds and the White House area during formal swearing-in ceremonies and the official review of the inaugural parade. John

(more)

EDITORS:

The NBC Daily News Report will not be published on Christmas Day. Publication will be resumed Friday, Dec. 26.

2 - Inauguration

Batchelder will be in NBC's radio booth at the Capitol. Ned Brooks and Leif Eid will ride NBC radio's two mobile units that will follow the route of the long inaugural parade between the Capitol and the White House. With Eid will be Maurice McGarry, another member of NBC's Washington staff.

Along the Pennsylvania Avenue parade route NBC will station two radio reporters, Stuart Finley atop the Esso Building at the corner of Seventh Street, and Holly Wright in front of the Treasury Building near 15th Street where Pennsylvania Avenue makes an "S" turn to pass in front of the White House.

Opposite the official reviewing stand before the Presidential mansion will be a trio of NBC radio newsmen: Frank Bourgholtzer, Earl Godwin and Ray Henle. They will comment on the activities of President Eisenhower and his party and will describe the passing floats, bands and units of the parade.

The team of NBC's radio newsmen covering "Inauguration Day" will provide listeners with the same style of smooth reporting that distinguished NBC radio's out-front reports of the political conventions, the campaign and the election.

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NBC-New York, 12/24/52

Press Department New York

December 24, 1952

NOTABLES TO PARTICIPATE IN YEAR'S-END PROGRAM
ON 'PAUL WINCHELL-JERRY MAHONEY SHOW'

Television stars and leading figures in the industry will participate in a special year's-end program on the PAUL WINCHELL-JERRY MAHONEY SHOW Monday, Dec. 29 (NBC-TV, 8:00 p.m., EST).

The stars will include Robert Montgomery, Desi Arnaz, Sid Caesar, Burr Tillstrom, Fran Allison, Edward R. Murrow, John Daly, Arlene Frances, Dorothy Kilgallen and Russ Hodges.

Executives representing the television industry will include Joseph H. McConnell, president of NBC; Robert E. Kintner, president of ABC; J.L. Van Volkenburg, president of CBS-TV, and a leading official of the Dumont television network.

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NBC TELEVISION

NEWS

Press Department New York

December 24, 1952

NBC-TV RINGS OUT THE OLD AND RINGS IN THE NEW
AS 1953 ARRIVES; TIMES SQUARE REVELRY, CHURCH
SERVICES AND TOP SPORTS EVENTS SCHEDULED

NBC television will hail the new year with a prayer for peace and a hymn of cheer.

For the hour before midnight on New Year's Eve, Wednesday, Dec. 31, NBC will televise the Watch Night Service at the Church of St. Paul and St. Andrew in New York, where the Reverend Dr. Chester A. Pennington is minister (NBC-TV network, except WNBT, 11:00 p.m., EST, to 11:55). Then, five minutes before 12:00 o'clock NBC-TV will switch to Times Square for the crowded, noisy celebration in the heart of Manhattan. The "Times Square Celebration" will continue until 12:00 Midnight. NBC-TV will interrupt the festivities for a brief special program shortly after midnight.

On New Year's Day, Thursday, Jan. 1, NBC-TV will present its traditional afternoon of sports. From 12:30 p.m., EST until 1:30,

(more)

EDITORS:

The NBC Daily News Report will not be published on Christmas Day. Publication will be resumed Friday, Dec. 26.

2 - New Year's on TV

Roy Neal, West Coast supervisor of NBC-TV News and Special Events; Jimmy Wallington and Rush Hughes will comment on the Tournament of Roses Parade. The 1953 festival at Pasadena has "Melodies in Flowers" as the theme. Hundreds of flower-decorated floats, bands, prancing horses and, costumed marchers will march along Orange Avenue while NBC televiewers take front-row seats. F.W. Woolworth Company will sponsor the parade telecast.

Then, at 1:30 p.m., EST, NBC-TV will go to Dallas, Texas, for the Cotton Bowl football game between the Texas Longhorns and the Tennessee Volunteers. Bill Stern, NBC's popular sports editor, will comment on the gridiron play while Joe Hasel reports the sidelights of the Southwest's major bowl game. Humble Oil Company will sponsor NBC's telecast of the game within the state of Texas, Philco Corporation on many stations throughout the nation, and local sponsors on other NBC-TV outlets.

At the conclusion of the Cotton Bowl game, NBC-TV will return to Pasadena for the Rose Bowl game telecast sponsored by the Gillette Safety Razor Company as a presentation of the CAVALCADE OF SPORTS. Mel Allen, veteran of NBC's collegiate football telecasts throughout the Fall, will describe the plays in the battle between the USC Trojans and

(more)

the Wisconsin Badgers. Tommy Harmon, famous All-American back at Michigan, will voice sidelights and highlights of the game. The Rose Bowl game will be on the air from 4:45 p.m., EST, until conclusion, approximately 7:00 p.m. This year's game will be the second consecutive year NBC has telecast the Rose Bowl event as a feature of the "Cavalcade of Sports."

NBC and the Rose Bowl have been closely associated over the years. The nation's very first coast-to-coast radio broadcast was Graham McNamee's description of the 1927 game when Alabama trimmed Stanford 20 to 19. Last year's game (Jan. 1, 1952) was the first seen coast-to-coast by televiewers, also on NBC.

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NBC-New York, 12/24/52

NEWS

NBC RADIO
AMERICA'S NO. 1 NETWORK
RCA BUILDING
RADIO CITY, NEW YORK
PRESS DEPARTMENT

December 24, 1952

TOP EVENTS FROM COAST TO COAST SCHEDULED ON NBC RADIO
FOR NEW YEAR'S EVE AND NEW YEAR'S DAY

NBC radio will ring out the old year and ring in the new with a round of sports events and festivities aimed at making listeners across the nation feel young in heart.

On New Year's Eve, Wednesday, Dec. 31, NBC will broadcast the "Rose Bowl Kickoff Luncheon" in Pasadena from 6:15 p.m. to 6:30 p.m., EST (network except WNBC). The coaches and members of the competing teams -- University of Southern California and the University of Wisconsin -- will speak during the broadcast preview to the morrow's Rose Bowl classic.

As the clock nears midnight, NBC will race Father Time from the Atlantic to the Pacific as "Alka Seltzer Presents New Year's Eve" in New York with Ben Grauer reporting (11:45 p.m. to 12:05 a.m., EST), in Chicago with Jim Hurlbut describing the festivities (12:45 a.m. to 1:05), and in San Francisco where Ira Blue will tell how the folks celebrate in sight of the Golden Gate (network except WNBC, 2:35 a.m.

(more)

EDITORS:

The NBC Daily News Report will not be published on Christmas Day. Publication will be resumed Friday, Dec. 26.

2 - New Year's on Radio

to 3:05 a.m., EST). NBC will broadcast a special brief New Year's program at 12:05 a.m.

NBC radio will greet the New Year with a full afternoon of the biggest football bowl games in the country. At 12:30 p.m., EST, on Thursday, Jan. 1, NBC will whisk listeners to Orange Avenue in Pasadena for a description of the famous Tournament of Roses Parade from 12:30 p.m., EST, until 1:00 p.m., (network except WNBC).

Then at 1:45 p.m. listeners will tune-in NBC's broadcast of the Cotton Bowl football game at Dallas, Texas. Lindsey Nelson, NBC's assistant director of sports, will call the plays while Bob Murphy will describe the crowds and color at the big game between the University of Texas and the University of Tennessee, last year's Cotton Bowl kings. Philco Corporation will sponsor the broadcast on most NBC stations outside of Texas. Humble Oil Company will be the sponsor on NBC stations within the Lone Star State. A special NBC cooperative radio network will hear Jerry Doggett give the play-by-play description of the Cotton Bowl game while Jack Sherman provides interviews and sidelights. .

At the conclusion of the Cotton Bowl broadcast, NBC radio will return to Pasadena for a complete report of the Rose Bowl football game (4:45 p.m., EST, until approximately 7:00 p.m.). As a presentation of the "Gillette Cavalcade of Sports." Noted sportscaster Al Helfer will report the play-by-play story of the New Year's Day classic which will pit the University of Southern California against Wisconsin.

(more)

3 - New Year's on Radio

Braven Dyer, Los Angeles Times sports columnist, will describe the sidelights of the afternoon at Pasadena.

NBC made the very first coast-to-coast broadcast in the nation's history with Graham McNamee's play-by-play description of the 1927 Rose Bowl game. In that famous contest Alabama took the measure of Stanford, 20 to 19.

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NBC-New York, 12/24/52

BAMBI LINN AND ROD ALEXANDER, BRILLIANT YOUNG DANCERS,
TO BE FEATURED ON 'YOUR SHOW OF SHOWS'

Among the brightest of the new TV stars of the New Year are Bambi Linn and Rod Alexander, the brilliant young dance team, who will start an extended run on NBC-TV's YOUR SHOW OF SHOWS starting with the program of Jan. 3 (9:00-10:30 p.m., EST).

Hailed by dance critics as the "new champions of the dance world," Bambi Linn and Rod Alexander are unique in more ways than one. Both started out in life on careers other than dancing. Each was eventually established individually as a brilliant dancer in ballet and musical comedy. After they met and married while they were both appearing in a Broadway musical called "It's Great to Be Alive," they formed the first supper-club act that had ever been covered by the major New York dance critics.

Currently appearing in a Palmer House (Chicago) revue staged by Alexander, the team will arrive in New York Sunday, Dec. 28, to start rehearsals with Max Liebman, producer-director of "Your Show of Shows."

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FEDERATION OF MUSIC CLUBS WILL PRESENT YOUNG
INSTRUMENTALISTS AND VOCALISTS ON NBC SERIES

PREMIERE

A new series of programs presenting young musicians will be offered by the National Broadcasting Company in cooperation with the National Federation of Music Clubs starting Sunday, Jan. 4 (NBC radio, 3:15-3:30 p.m., EST).

The program, titled "Youth Brings You Music," will feature each week young musicians from a different state chosen by each State Federation of Music Club. All performers will be non-professionals and will include both instrumentalists and vocalists.

On the opening program a brief address will be made by Mrs. Ada Holding Miller, of Providence, R.I., president of the National Federation of Music Clubs.

Following is the schedule of states:

| | |
|---------|---------------|
| Jan. 4 | Illinois |
| Jan. 11 | Wisconsin |
| Jan. 18 | Ohio |
| Jan. 25 | Pennsylvania |
| Feb. 1 | California |
| Feb. 8 | Rhode Island |
| Feb. 15 | Michigan |
| Feb. 22 | (No Program) |
| Mar. 1 | No. Carolina |
| Mar. 8 | Utah |
| Mar. 15 | Minnesota |
| Mar. 22 | Washington |
| Mar. 29 | So. Carolina |
| Apr. 5 | Massachusetts |
| Apr. 12 | New York |
| Apr. 19 | Florida |
| Apr. 26 | Colorado |

Additional dates will be announced.

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NBC-New York, 12/24/52

CREDITS FOR NEW MUSICAL SERIES ON 'CLUB EMBASSY'
STARRING SONGSTRESS MINDY CARSON

PROGRAM: CLUB EMBASSY

TIME: Tuesdays, NBC-TV, 10:30-
10:45 p.m., EST, start-
ing Dec. 30, 1952

FORMAT: Intimate musical revue.

STAR: Mindy Carson

FEATURED PERFORMERS: Violinist Florian Zabach
and Danny Hocht, choreo-
grapher.

PRODUCER: Fred Heider

DIRECTOR: Fred Heider

MUSIC CONDUCTOR: Earl Sheldon

ORIGINATION: Radio City, New York

SPONSOR: P. Lorillard for Embassy
cigarettes

AGENCY: Lennen and Newell, Inc.

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trade news



RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

December 26, 1952

NBC LEADS THE FIELD IN LOOK MAGAZINE TV AWARDS; NOTABLES
TO PARTICIPATE IN ANNOUNCEMENT OF HONORS ON
'PAUL WINCHELL-JERRY MAHONEY SHOW'

FOR RELEASE MONDAY A.M., DEC. 29

Paul Winchell and Jerry Mahoney will be co-hosts to a roster of stars and TV executives in a special program announcing the Third Annual Look Magazine TV Awards, on the PAUL WINCHELL-JERRY MAHONEY SHOW Monday, Dec. 29 on NBC-TV (8:00 p.m., EST).

On hand to participate in the event will be Robert Montgomery, Desi Arnaz, Sid Caesar, Max Liebman, Burr Tillstrom, Fran Allison, Edward R. Murrow, John Daly, Arlene Frances, Dorothy Kilgallen, Russ Hodges, Joseph H. McConnell, president of NBC; Robert E. Kintner, president of ABC, and J.L. Van Volkenburg, president of CBS-TV.

Of the 11 awards, NBC won six and tied for a seventh. Max Liebman will receive two individual awards as the "Best Producer and Director" and another for his "Your Show of Shows" as the "Best Variety Program." Other NBC awards will be presented to "Kukla, Fran and Ollie," who won top honors as the "Best Children's Program;" "Zoo Parade" for the "Best Educational Program," and "Robert Montgomery Presents" for the "Best Dramatic Program." NBC, together with the other networks, won a joint award for national convention coverage in the "Best Public Affairs Program" category.

trade *news*

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

December 26, 1952

NBC'S FIRST NATIONAL SALES CONVENTION
TO BE HELD IN NEW YORK DEC. 29-30

The first national sales convention in the history of the National Broadcasting Company will be called to order at 9:00 a.m., Monday, Dec., 29, at the Johnny Victor Theatre in the RCA Exhibition Hall, New York City, John K. Herbert, NBC vice president in charge of Radio and Television Network Sales, announced today.

Present at the two-day conclave will be all NBC network salesmen and sales executives from all NBC offices throughout the company.

Following a welcome address by Herbert, George H. Frey, vice president and sales director for radio and TV, will preside. Addresses by Sylvester L. Weaver, Jr., vice president in charge of radio and television, and Frank White, vice president and general manager of radio and TV networks, on the network's recent re-integration and its current organization are next on the agenda. After expositions of the Nielsen Coverage Service and its importance to NBC and the broadcast industry by Hugh M. Beville, Jr., director of Research and Planning, and Robert Elder, consultant to NBC, there will be a brief question period.

(more)

2 - NBC Sales Convention

The morning session will conclude with reports from Harry Bannister, vice president in charge of Station Relations; Sheldon B. Hickox, Jr., director of Station Relations, and Thomas E. Knode, manager of Station Relations, on the scope and quality of NBC's facilities and how Station Relations works with the Sales Department.

Following luncheon, the meeting will hear Charles C. Barry, vice president in charge of Radio and Television Programming; Thomas A. McAvity, national program director; Carl Stanton, television network program manager; John Cleary, radio network program manager, and Davidson Taylor, director of Public Affairs.

Frederic W. Wile, Jr., vice president in charge of Radio and Television Production, will acquaint the meeting with the role played by Production and Facilities before adjournment for dinner Monday evening.

The Tuesday, Dec. 30, session of the convention will open in the NBC board room at 8:30 a.m. with discussions by O. B. Hanson, NBC vice president and chief engineer, and Robert E. Shelby, director of Color TV Systems Development, on engineering developments and their effect on sales, plus an examination of UHF and color TV.

Robert W. Sarnoff, vice president in charge of NBC's Film Division, will discuss the future for TV films, followed by Ruddick C. Lawrence, director of Promotion, Planning and Development. Lawrence will call upon members of his staff to explain how sales are aided by research, sales promotion and the other functions of his department.

(more)

3 - NBC Sales Convention

After a short question period, Sydney H. Eiges, vice president in charge of Press and Information, will point out the Press Department's relation to sales. Fred N. Dodge, director of Merchandising, will outline the role of merchandising in the sales picture. A question period will precede the official closing remarks by Frey and Herbert, prior to final adjournment and luncheon.

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NBC-New York, 12/26/52

NBC PRESIDENT McCONNELL IS HOST TO 2,500 EMPLOYEES
AND THEIR FAMILIES AT NETWORK'S CHRISTMAS PARTY

Joseph H. McConnell, President of the National Broadcasting Company, was host to a record number of almost 2,500 NBC employees and their families at the network's annual Christmas Party at the Center Theatre, New York, Wednesday, Dec. 24, at 10:00 a.m., EST.

Youngsters of all ages, accompanied by their parents, witnessed a one-hour entertainment program with Buffalo Bob Smith as master of ceremonies and starring Santa Claus himself.

On hand as Santa's helpers were Clarabelle the Clown, Jackie Robinson of NBC and the Dodgers, Morey Amsterdam, Gabby Hayes, Ray Forrest, Ed Herlihy, The Magic Clown, and Jack Miller and the Kate Smith Orchestra. Featured on the entertainment bill were the Trampoloonies, a trampoline act; Torelli's Circus, trained dogs and horses; and The Two Dassies (cq), comedy acrobats.

Mr. McConnell spoke briefly, welcoming the NBC families and extending to them his personal greetings for the season and best wishes for the new year.

Following Santa's arrival, the climax of the party, candy and gifts were distributed to the children by Santa's helpers.

The entertainment program was produced and directed by Roger Muir, producer of the network's "Howdy Doody Show." All departments of the network held Open House for the families of employees, Wednesday afternoon.

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NBC-New York 12/26/52

NEW TV MASTER DESK AND CONTROL ROOM, EMBODYING
LATEST SCIENTIFIC ADVANCES, INSTALLED AT NBC

A new television master desk and control room combining the most up-to-date principles of relay and vacuum tube switching are now in use at the Radio City, New York, studios of the National Broadcasting Company.

The desk controls video and audio of all telecasts originating in NBC's Radio City studios, as well as programs from other NBC studios and theaters in New York, George McElrath, the network's director of technical operations, said. The new master desk and control room were put into use with the beginning of the broadcast day on Sunday, Dec. 21.

Utilizing the most modern techniques and components, the new desk and control room practically eliminated the chance of human error in the operation of the controls.

A precision time clock automatically disconnects circuits from a studio at the end of a program.

A pre-set control unit "brain," pre-adjusted by the control room engineer, automatically switches video and audio into action from one studio or theater to another as programs change.

An interceptor panel automatically cuts off a live program, switches to film from another studio, then reverts back to the live program.

(more)

2 - New TV Master Desk

Designed with an eye to the future, the master desk and control room are equipped to handle audio and video from 20 studios and to eight outgoing program channels. The facilities could easily be expanded to take care of as many as 50 studios. There are 1,500 relays in the switching system, 500 of them controlling relays. In addition, 165 vacuum tube isolated relays transfer programs to the outgoing channels and affiliated stations scheduled for service.

The desk and switching system were designed by A.A. Walsh, John Lake and Eric Burglund, working under Chester A. Rackey, manager of the network's audio-video engineering. O.B. Hanson is a vice president and chief engineer of NBC.

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NBC-New York 12/26/52

CHARLES PHELPS NAMED ASSISTANT NIGHT EXECUTIVE OFFICER OF NBC

Appointment of Charles Phelps as assistant night executive officer of the National Broadcasting Company was announced today by William S. Hedges, vice president in charge of Integrated Services.

Phelps will be associated with William Burke Miller, night executive officer, in supervising for management the network's broadcast operations during the evening hours and on weekends and holidays.

Prior to his new appointment, Phelps was an account executive in NBC's radio network sales department for three years. Before that he was a sales representative for the RCA International Division in Paris.

Phelps joined RCA in 1927 as a salesman. In 1931, he turned to broadcasting and joined NBC, a subsidiary of RCA, as a sales promotion man in the network's Chicago office, later becoming night executive officer. He was appointed a network salesman in 1934 and remained in Chicago until 1941, when he joined the sales staff of the Blue Network in New York.

Phelps entered the U.S. Navy in 1942, serving first in Naval Intelligence and later with the OSS. He was released from active service in 1946 with the rank of Commander.

He is a graduate of Columbia University.

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December 26, 1952

THE VAN DYKES OF KALAMAZOO WIN 'WELCOME TRAVELERS'
FAMILY-OF-YEAR AWARD FOR AID TO FOREIGN STUDENTS

Receive \$10,000 Worth of Gifts

A Kalamazoo, Mich., family which has turned its home into a miniature United Nations was honored on the Christmas Day broadcast of NBC radio's WELCOME TRAVELERS as the American family which best typifies the Christmas spirit all year 'round.

Each year, thousands of listeners write nominating letters. The John G. Van Dykes of Kalamazoo were selected by the judges -- film star Pat O'Brien, author Emily Kimbrough and "Collier's" Editor Gordon Manning -- because, aside from the fact that they have given a happy home to three adopted children, they have opened their home to foreign students attending local colleges.

The students are given food, shelter and small loans when needed, but more important to these youngsters far from home are the gifts of friendship and family life which the Van Dykes freely bestow.

Host Tommy Bartlett and his entire "Welcome Travelers" staff visited the Van Dykes to transcribe the Christmas broadcast and award them \$10,000 worth of gifts. They received furniture, clothes, a television console, movie camera, sewing machine, toys and bicycles for the children, and many other gifts.

(more)

Five foreign students told of the Van Dykes' many kindnesses. They were Yavus Cakmekci of Turkey, Hossein Hayati of Iran, Monique Jako of France, Mozammel Haquhail of Pakistan and John Bilson of Liberia.

The Van Dykes told Tommy their reasons for helping the foreign students to enjoy a home away from home. As Laura Van Dyke explained, "Each new student we offer our friendship to is one more good-will ambassador when he returns home -- and one more step toward world peace and understanding."

Of Dutch and English ancestry, the Van Dykes have a son of their own, John, who is 13, and three adopted children: Roger, 15, who is of German parentage; Lorraine, nine, a French-Canadian; and six-year-old Suzanne, whose parents were Italian.

The letter nominating the Van Dykes was written by Mrs. John W. Humfreeville of Chicago, who had heard of the Van Dykes but had never met them. She and other writers of the top ten letters each received a food freezer. Each of the top ten nominated families received a gas range.

John Van Dyke, a construction engineer who built the family home himself, told "Welcome Travelers", "Thank you sincerely for everything. We always managed before, but all this will make our work so much easier."

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NBC-New York 12/26/52

These figures represent the total number of persons who were present at the various meetings held in the city of New York during the month of January, 1900. The figures are given in the following table:

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trade news



RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

December 29, 1952

NBC PRESIDENT McCONNELL TO EXPRESS NEW YEAR'S GREETINGS
FROM NETWORK TO PUBLIC ON SPECIAL RADIO AND TV PROGRAMS

Joseph H. McConnell, president of the National
Broadcasting Company, will appear on a special New Year's
Eve radio and television program to wish the listening
and viewing public a Happy New Year on behalf of NBC
(Wednesday, Dec. 31, 11:53 p.m., EST, on NBC television;
and 12:05 a.m. on NBC radio.)

This program will mark the first time in broad-
casting history that a network president has extended
New Year greetings in person to the nationwide radio and
TV public.

Mr. McConnell's message:

"I'm here to thank you for the many, many times
you have welcomed us into your homes by radio and tele-
vision in 1952. On behalf of my colleagues at NBC and
our affiliated stations, and on my own behalf, I want to
express the hope that we continue to enjoy the great
hospitality you have shown us and to wish you and your
family, wherever they may be, a happy and rewarding New
Year! "

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trade news



RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

December 29, 1952

JACK BENNY TO BE GUEST FOR PREMIERE OF BOB HOPE'S
NIGHTTIME RADIO SERIES ON JAN. 7

- - -

Bing Crosby to Visit His 'Road' Partner Jan. 14

Bob Hope will greet "former Jell-O salesman" Jack Benny as guest star on the premiere program of Hope's new nighttime NBC radio series Wednesday, Jan. 7 (10:00 p.m., EST).

Benny, with his bag of gags and violin case, will be the first of a list of show-business celebrities who will visit Hope's new comedy-variety radio show. Hope and Benny will engage in a gag-fest as they reminisce about their many years in the comedy business.

Bing Crosby, Hope's film "Road" partner, will be the guest Jan. 14.

Hope's nighttime series will include vocalist Margaret Whiting, announcer-straightman Bill Goodwin and Les Brown with his "band of renown." The program will be produced by Bob's brother Jack Hope and written by Larry Marks and Norman Sullivan.

The second show in the series (Jan. 14) will be recorded during one of Hope's numerous appearances at a service camp, when he and Crosby entertain the personnel at Fort Ord, Calif.

Bob Hope also stars on his NBC daytime radio Mondays-through-Fridays (11:45 a.m., EST). Both series are sponsored by the General Foods Corp. for Jell-O puddings and pie fillings.

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AMERICA'S NO. 1 NETWORK · THE NATIONAL BROADCASTING COMPANY

December 29, 1952

'HOWDY DOODY' 5TH ANNIVERSARY ON TV
HAS FRED ALLEN AS SPECIAL GUEST

- - -
Event Recalls Many Honors Won By Kid Series

Fred Allen will help HOWDY DOODY celebrate his fifth anniversary on television Friday, Jan. 2 (NBC-TV, 5:30 p.m., EST).

Allen's appearance will be in tribute to the puppet whose program has the top rating of any children's show.

In its five years on the air--exclusively on NBC-- the program won outstanding citations and poll awards. In 1949 it received the Peabody Award for "constructiveness, educational merits" as the "outstanding children's program." It has won awards from TV Forecast, and Radio TV Mirror, and a recent TV Guide poll found it a "favorite program for children."

Magazines and newspapers have been consistent in Howdy's praise. Life called the show "an American institution." Look Magazine commented that "not since the days of Mickey Mouse has there been such an influence on the world of juvenile belongings as Howdy Doody...who sets style for kids clothes, toys.." Time Magazine found it "children's special delight...long on action." Pageant called Howdy Doody "the greatest influence on the American small fry since bubble-gum." While to Walter Winchell, Howdy remains "the lollypop set's Milton Berle."

(Above program is for live telecast and later kine showings).

NBC ANALYST CLIFTON UTLEY HONORED WITH SEMANTICS
SOCIETY AWARD FOR 'RESPONSIBILITY OF COMMENT'

Clifton Utley, noted NBC radio and television news analyst, received the 1952 award of the Chicago chapter of the International Society for General Semantics "for responsibility in communication."

The award was presented by Dr. S.I. Hayakawa, lecturer in semantics at the University of Chicago and author of "Language in Thought and Action", at the annual dinner of the society Monday, Dec. 29, at the Art Institute of Chicago.

"We wish to recognize" stated John Watson, president of the Chicago chapter "that Mr. Utley carefully distinguishes between fact and inference. He is to be commended on the fact that he labels his inferences clearly, so that his listeners can make different inferences if they so desire.

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NBC-New York, 12/29/52

THE ANALYST CLITON VILLY HONORED WITH AWARD FOR RESPONSIBILITY OF CONDUCT

Cliton Wiley, noted and famous

has been awarded the 1955 award of the Chicago
chapter of the International Society for General Human-
ities "for responsibility in communication."

The award was presented to Dr. W. L. Wiley.

Wiley is professor at the University of Chicago and
author of "Language in Thought and Action" and the annual
director of the Society for General Humanities, Inc., of the Insti-
tute of Chicago.

"In which to recognize" states from Wiley, pres-
ident of the Chicago chapter "that Dr. Wiley carefully dis-
tinguished between fact and interpretation. It is to be commen-
ded on the fact that he has in his influence clearly, so
that his listeners can make different inferences if they so
desire."

trade *news*

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

December 30, 1952

NBC AND CBC IN AFFILIATION ARRANGEMENT FOR TV STATIONS IN TORONTO AND MONTREAL

The National Broadcasting Company has entered into an affiliation arrangement with the Canadian Broadcasting Corporation for television stations in Toronto and Montreal, the network announced today.

The Toronto station, CBLT, will be interconnected with the NBC-TV network. Station CBFT in Montreal will be non-interconnected for the present.

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THE UNIVERSITY OF CHICAGO

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NBC'S JOHN K. HERBERT PRESENTS SCROLL TO PHILCO CORP.
MARKING 200TH TELECAST OF 'TELEVISION PLAYHOUSE'

John K. Herbert, vice president in charge of Sales for the National Broadcasting Company, presented the Philco Corporation with a special scroll on Monday, Dec. 29 commemorating the 200th telecast of the "Television Playhouse," full-hour drama series heard over NBC-TV, Sundays at 9:00 p.m., EST.

The scroll was accepted, on behalf of his organization, by James H. Carmine, executive vice president of the Philco Corporation, sponsor of the program since its inception on Oct. 3, 1948. The program was titled the "Philco Television Playhouse" until Oct. 14, 1951, when the Goodyear Tire and Rubber Company joined Philco in alternate sponsorship. The program is now titled the "Television Playhouse."

The presentation was made in connection with a special coast-to-coast "closed circuit" television broadcast over the NBC network, featuring Philco's new 1953 line of TV and radio receivers. Ten thousand dealers in 54 cities throughout the country watched top executives of the company explain features of their new lines.

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NBC-New York, 12/30/52

THEY'VE BEEN A LITTLE BIT MORE IN THE
MINDS OF THE PEOPLE IN THE PAST

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trade *news*

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

December 31, 1952

TALKS BY SYLVESTER L. WEAVER AND JOHN K. HERBERT

HIGHLIGHT NBC 2-DAY NATIONAL SALES CONVENTION

- - -

Sales and Merchandising Staff Hear Optimistic Trade Forecasts

The highest confidence in the future of radio and television broadcasting as an integral part of the American scene -- a beneficial influence in shaping the minds of future generations for the betterment of all -- these were the sentiments and beliefs expressed by Sylvester L. Weaver, Jr., vice president in charge of Radio and Television Networks, at the outset of NBC's two-day national sales convention in New York City, Monday and Tuesday, Dec. 29 and 30.

Addressing the assembled sales and merchandising personnel of the network, Weaver said:

"Television and radio are two sides of one coin, the coin being America. Picture America -- 45 million homes. Half read magazines; a little more read newspapers. All have radios and use them. Nearly half now have television, and use it heavily."

Speaking of the eventual effects of NBC's complete re-integration of radio and television operations, Weaver continued:

(more)

2 - Sales Convention

"This is the most exciting new development ever in advertising. As we plan it, it will meet the growing marketing revolution and be geared to it. NBC radio and television will come up with plans which will give the full two-edged power of broadcasting to all companies, large and small, in so wide a range of advertising techniques that all marketing plans can be absorbed.

"Yours is an upbeat role. You are doing your part in a grand design wherein NBC becomes the largest selling force as well as the largest social force in the nation, a prosperous commercial operation giving advertisers a new conception of range and power in selling their goods and services, and, supported by this advertising, a great program service with entertainment as its vitality-giving base. But along with this, coverage of the real world and the culture of mankind, presented adroitly and with showmanship, will be integrated into our schedule to make the impact of viewing and listening to NBC an impact for good, for maturity.

"You men then, have a wonderful assignment, not only to represent the most modern, the most aggressive, the most accomplished of all media, but the company in it with the most solidly grounded plans proved already in the marketplace. Even more, it is based finally to be a greatly profitable enterprise for us all, and to do a great job for good in a time of anxiety and crisis in the world. You do your jobs, and you can sleep well at night, for your job lets NBC do its job, which is to make tomorrow a better world for our children."

In the same inspirational vein, John K. Herbert, NBC vice president in charge of Radio and Television Network Sales, told the assembly in his closing remarks:

(more)

3 - Sales Convention

"All of you here who constitute the selling force of the National Broadcasting Company Network Sales Department -- this includes Merchandising, for if these men aren't part of Sales, there is no reason for their being -- should know that of all the departments or forces in our in our great institution yours is the most vital -- for yours is the source of incoming dollars and revenue.

"Ever since the end of World War II there has been a constant alarm that salesmanship must be rediscovered if our much-to-be-desired high standard of living were to be maintained. Much lip service has been given to this counsel, but, in my opinion, 1953 will mark the start of truly serious concentration of salesmanship."

Concerning the qualifications of good salesman, Herbert continued:

"It's not the salesman with the conspicuous talent, the flashy personality or the polished technique who will succeed in today's market. We'll take the man of average or even ordinary qualifications if he has that other thing that is an inner source of energy and drive.

"It is hard to describe, Perhaps it can be generalized as 'character.' However you define that inner something that impels men to do a better job than others, their attitude is characterized by concern about their work.

"This quality of seriousness of purpose, concern with your own accomplishment, this attitude toward your job which I have been trying to describe is a fundamental that comes before anything else and is a prerequisite to your sales success and the company's. Without it you can't succeed personally, and without your personal accomplishment to the fullest measure of your capacity, the company can't succeed We are depending on you."

(more)

4 - Sales Convention

During the two-day session, the assembly heard other top departmental and division executives delineate the policies and functions of all phases of the network's operations and their relation to the integrated sales staff. This included advertising and promotion, planning, research, programming, station relations, production and facilities, press, merchandising and film syndication.

In addition to the complete New York network sales and merchandising staffs, NBC salesmen and executives and merchandising district supervisors from across the country attended the convention. Among these were:

Walter Gross and Bob White from Detroit, John Williams and Wallace Hutchinson from the Western Division and Edward Hitz, Ed Stockmar, George Diefenderfer, Bud Swats, Dan McGuire, Arnold Johnson, Bob McKee, Godon Mills and Charles Standard, from the Central Division. Merchandising men from the 12 districts included Jim Sandner, Bud Odell, Sid Giles, Stewart Carr, Charles Garrison, Loy Lee, John Roepke, Ronald Jones, Matt Barnett, Charles Wallace and Fred Keefer.

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NBC-New York, 12/31/52

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December 31, 1952

CARLETON D. SMITH TO MANAGE NBC'S TV AND RADIO
STATIONS IN WASHINGTON, D.C.

James M. Gaines, vice president in charge of the NBC owned and operated stations, today announced that Carleton D. Smith, vice president and director of Owned and Operated Station Operations, has been **designated** to take over the management of NBC's Washington television station WNBW and radio station WRC, effective Jan. 1, 1953.

At the same time, NBC announced that Eugene Juster will assume a post of major responsibility in the Public Affairs Department in New York. His first assignment will be in connection with NBC's coverage of the inauguration.

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STATION WFDF, OF FLINT, MICH.,
JOINS NBC NETWORK MARCH 15

Station WFDF, Flint, Mich., will become affiliated with the NBC Radio Network on March 15, 1953, Harry Bannister, vice president in charge of station relations, announced today.

WFDF, a 1,000 watt outlet, is owned by the Trebit Corporation headed by Harry M. Bitner, chairman of the board. It is now in its thirty-first year of broadcasting, making it one of the oldest radio stations in the country. WFDF is affiliated with Stations WOOD and WOOD-TV in Grand Rapids, Mich. Lester W. Lindow is station manager of WFDF.

NBC's radio affiliate in Flint, Mich., at present, is station WTAC.

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